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THE NATIONAL NEWSPAPER OF MARKETING

Pepsi Invites Presentations by K&E, 11 Others

NEW YORK, March 3—Pepsi-Cola hit the spot with 11 agencies today—agencies which received letters inviting them to solicit the soft drink account. A 12th agency included in the invitation was Kenyon & Eckhardt, which has handled the Pepsi account for nearly four years.

ADVERTISING AGE learned that among the 11 invitation recipients were Doyle Dane Bernbach Inc.; Ted Bates & Co.; Dancer-Fitzgerald-Sample; Norman, Craig & Kummel; Batten, Barton, Durstine & Osborn; Leo Burnett Co.; Young & Rubicam; Foote, Cone & Belding, and Needham, Louis & Brorby. How many of these agencies will make presentations remains to be seen.

■ Kenyon & Eckhardt snared Pepsi on April 1, 1956, when it succeeded Biow-Biern-Toigo on the then-$6,000,000 account.

Pepsi today is believed to be billing about $11,000,000 in national advertising, with perhaps another $9,000,000 coming from bottlers. Last month Pepsi announced a 1960 budget of $16,000,000—with an equal sum to be spent by bottlers. #

BEAT, MAN!—*Eureka is proposing consumers take a new point of view on its Vibra-Beat vacuum cleaner in half-page spreads like this appearing in March issues of Parade and This Week Magazine. Earle Ludgin & Co., Chicago, is the agency for Eureka-Williams Corp.*

Didn't Know of Open Window in Ads, L-O-F Tells FTC; Nor Did We: F&S&R

'My Films Shot Through Glass or Open Window Look Same,' Says Rubin

TOLEDO, March 2—In hearings here this week before the Federal Trade Commission, Libbey-Owens-Ford Glass Co. said that certain plate glass scenes in its television commercials had been filmed through an open or rolled-down automobile window, contrary to instructions given to its advertising agency, Fuller & Smith & Ross, Cleveland.

The company made a public statement prior to the opening of the second day of hearings, which ran for three days and then moved on to Detroit *(see story on Page 91)*.

The hearings were held on an FTC complaint issued last November charging that L-O-F and General Motors used deceptive photographic techniques in television commercials for L-O-F safety plate glass in GM cars.

■ In its statement, L-O-F said that the disregard of instructions, for reasons known only to the film producer, only weakened the true story the L-O-F advertising was to tell.

But, the company said, it does not change in any way the fact that objects seen through the average safety sheet glass window are demonstrably distorted or that the same objects seen through safety plate glass are not noticeably distorted.

A. E. Duram, senior vp for tv and radio at Fuller & Smith & Ross, New York, told ADVERTISING AGE the agency also was unaware until after the commercials had run that some of the film was shot with the car window open.

The films were produced by TV Graphics, New York. Bernard Rubin, president of the film company, said that some of the final shots for the commercial were made with the window rolled down, but said he did not feel the

(Continued on Page 91)

TV Code Board Meets . . .

NAB Set to Relax Station Break Rules

Stations to Be Allowed 70-Second Break, Plus Triple Spots in Shows

NEW YORK, March 4—When the NAB tv board convenes in Washington next week, it will have some major code revisions under consideration. All the proposed changes relate to matters of interest to advertisers.

To an outsider who analyzes the revisions, they appear to be aimed at (1) "legalizing" certain practices that are already established in the industry and (2) curbing some beyond-the-code excesses that have caused a good deal of complaint.

In the first category, the most important item calls for a revision of station break time from 30 to 70 seconds. Since late 1959, NBC has been permitting 70-second breaks in some programs to keep stations happy. These include the "Jack Paar Show," with three such breaks, and "Truth or Consequences" and "Queen for a Day," with one each. On daytime ABC, the stations take a minute for a local sales break every half hour until 4 p.m., EST. CBS stations get 60-second breaks three times during the daytime. It should be emphasized that none of these elongated breaks come during prime time.

■ Section 3 of the code now provides:

"The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements."

This would be revised to read somewhat as follows (NAB is not giving out the official language changes):

"Station breaks (spot announcements scheduled between programs in the time period reserved

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CBS Affiliates Told of Tighter Rules on TV Ads

Station Men Witness Verbal Battle Between Rep. Harris, FCC's Doerfer

WASHINGTON, March 5—The biggest newsmaker in the closed session of the CBS-TV Network Affiliates Assn. meeting here Tuesday was Joseph Ream, network vp, who revealed that a revised set of standards for taste in commercials will be ready for distribution to advertisers and agencies soon (AA, Feb. 8).

Mr. Ream's discussion of the new guide—a part of the network's continuing cleanup campaign—was fairly general. But he reportedly indicated that attention will focus on such areas as (1) commercials on newscasts, (2)

(Continued on Page 12)

What's Misleading Ad? ANA, Kintner Speak Up

ANA Booklet Stresses FTC View: Deception Must Not Be 'Material'

NEW YORK, March 2—How to tell "honest and lawful advertising from that which the courts and regulatory agencies would consider misleading or deceptive" is the subject of a new booklet issued by the Assn. of National Advertisers.

Prepared by Gilbert H. Weil, general counsel to the ANA, the booklet, titled "Legal Rules of the Road to Honest Advertising," was suggested by ANA members but "stimulated by Earl Kintner, chairman of the Federal Trade Commission, who at a meeting with ANA officers, expressed the hope that such a guide could stem from industry rather than government."

The booklet asserts: "An advertisement is honest when objective facts which bear upon the product or service advertised fulfill in all material respects the understanding regarding them that is generated in people by the advertisement when observed in the way or ways that they normally perceive it."

It asserts that since advertising is aimed at the intelligent, the highly educated, the average man and to the ignorant, the careless, "even the stupid," its effect "must

(Continued on Page 94)

Kintner Lists 7 Key Cases in Phone Report to Minneapolis Clubs

WASHINGTON, March 1—FTC Chairman Earl Kintner dug into old commission cases today, in an effort to prove that there's no lack of "guides" available for any adman interested in knowing how to avoid illegal tactics.

He listed seven major "guidelines," all stemming from cases ranging in age from 12 to 37 years, and contended there is ample additional guidance available from the commission, or from the commission's cases, for those who are interested in getting it.

His list of guides, a partial answer to admen and others who complain about lack of certainty about FTC policy, was included in a speech which he delivered by telephone to the men's and women's advertising clubs of Minneapolis.

"In all fairness," he commented, "do you not think here are some of the guidelines which, in recent days, certain persons in the advertising industry have been pleading—with tongue in cheek—that the FTC announce, so that these persons and their businesses can prepare advertising copy that is legal and truthful?"

In addition to these seven guides, he said, the 500 decisions

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Last Minute News Flashes

S&W Foods, Eversweet Corp. Name Doyle Dane

CHICAGO, March 4—Doyle Dane Bernbach Inc. has been named to replace Earle Ludgin & Co. as agency for Eversweet Corp., Lyons, Ill., orange juice processor, effective June 1. It will be the first food account for DDB's Chicago office. Ludgin has had Eversweet for about three years. DDB's Los Angeles office has been appointed by S&W Fine Foods, San Francisco. S&W and its present agency, Honig-Cooper & Harrington, have announced they will "separate amicably" May 1 (AA, Feb. 8)

FTC Opens Probe of 8 TV Free Plug Operators

WASHINGTON, March 4—Federal Trade Commission Chairman Earl Kintner told the House committee on legislative oversight today that eight companies which promote hidden plugs on regularly scheduled tv programs are involved in a "plugola" investigation just getting under way. He said 15 to 20-word plugs, costing $200 to $275, are planted through writers, prop men, producers and other personnel.

Ronson, Grey Agree to Part Company

NEW YORK, March 4—Ronson Corp. and Grey Advertising have ended their relationship "by mutual consent." Ronson said it will announce a new agency in April. Grey has had the Ronson shaver and appliance division since 1958.

(Additional News Flashes on Page 91)

$54,000,000 . . .

P&G Tops List Again in 3-Media '59 PIB Report

NEW YORK, March 3—The top 100 national advertisers spent a total of $943,246,881 in network television, Sunday magazine sections and general and farm magazines in 1959. In 1958 the total was $857,485,761, and in 1957 the figure was $812,131,124.

Procter & Gamble and General Motors led the list of the nation's biggest ad-bankrollers, as they did in 1958. P&G invested $54,830,632 in the three media last year, with GM a close runner-up at $53,691,864. In 1958, the Cincinnati soap colossus spent $58,451,105 and General Motors put up $47,481,093.

Lever Bros., which finished in the sixth slot in 1958 with an investment of $26,274,369, moved up to third last year by spending $37,729,155. Lever barely displaced General Foods from third place. GF spent $37,278,502 last year as compared with $33,518,404 in '58.

■ Rounding out the leading ten advertisers in '59 were American Home Products, $36,723,188; Colgate-Palmolive, $32,454,624; Ford Motor, $24,959,440; R. J. Reynolds Tobacco, $22,920,638; Chrysler Corp., $22,665,091, and General Mills, $22,256,775. American Home, which ranked fifth in '58 with an

(Continued on Page 90)

Latin America's Young Ad Field Is Growing Up

IAA Caracas Meeting Hears Disputes on Media Rates, Commission Setup

CARACAS, March 1—The Latin American advertising convention held here last week by the Caracas chapter of the International Advertising Assn. (AA, Feb. 29) closed on an ironic—but fitting—note.

The man who had the last word was Dr. Lorenzo Fernandez, Venezuela's Minister of Development, who strongly defended the protectionist policy now being followed by the Venezuelan government.

Oil-rich Venezuela has been the U. S.'s best customer in Latin America. However, the Betancourt government is now trying to (1) reduce the country's dependence on oil and (2) make Venezuela as self-sufficient as possible.

As a result, tariffs have been raised, the reins on credit have been tightened and imports from the U. S. have been sharply curtailed. And, as a further consequence, advertising volume in Venezuela has slackened.

■ Despite the immediate effect of such tough economic measures, the Latin American admen gave Dr. Fernandez a standing vote of applause. For self sufficiency is a battle cry today in Latin America. From Mexico City down to Havana and Caracas and across to Rio de Janeiro and all the way down to Buenos Aires, governments are striving to reduce purchases of dollar goods and build national industries.

Little attention was paid here to the common market agreement signed in Montevideo two days

(Continued on Page 69)

Chicago Publisher's Single Audit Bid Gets Good Response

CHICAGO, March 2—A proposal by Domestic Engineering Co. that a single audit organization be organized for all business publications has met favorable response, George Milne, president of the publishing company, told ADVERTISING AGE today.

Mr. Milne said that every response he has received to the page ad run in the Feb. 29 issue of AA has been favorable, although he pointed out that only a few comments have been received so far.

The two main questions which have been asked by respondents, he said, are: "Why do you favor a single auditing bureau?" and "Is a single circulation statement for business papers, paid and free, practical?"

■ "The answer to the 'why' question is quite simple," Mr. Milne said, "Our customers—advertising agencies and their clients—want a single audit statement through which all important circulation facts and criteria can be readily and conveniently evaluated on a comparable basis.

"We believe that the publishing area of the tripartite relationship of advertiser, advertising agency and publisher, has played too long the role of reluctant bride. We believe it is time for aggressive publishers of both paid and free publications to participate actively in effecting an auditing organization and procedure which will preserve the merit of paid circulation, the distinctive characteristics of recipient requested and verified free circulation, and clearly distinguish less acceptable forms of other types of controlled circulation." #

Meat Institute Picks Shepard for Reduced Program

Maison Had Medical End; L&N Share of Once-Big Account Is Now Inactive

CHICAGO, March 3—An announcement this week from American Meat Institute that it is shifting its advertising account to K. E. Shepard Advertising, effective in April, brought to light the story of the decline of a once major consumer advertiser.

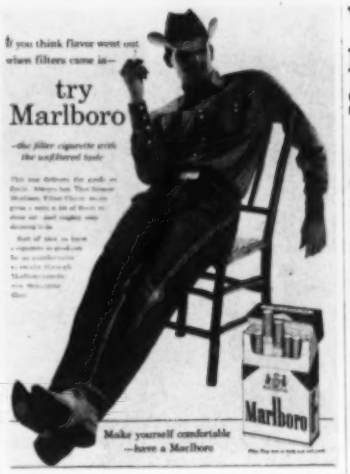
American Meat Institute, which invested an estimated $35,000,000 in consumer advertising from 1940 until the end of 1952, dropped all consumer advertising in 1959 and spent only $40,000 last year in general and state medical journals.

In a shakeup of AMI personnel last year, Vernon Schwaegerle, who served as AMI advertising director for some years, resigned to join Financial Public Relations Assn., Chicago. Herbert B. Bain, who joined AMI as public relations director in December, 1958, now heads up both p.r. and advertising.

■ Mr. Bain declined to say why the switch was made. He told ADVERTISING AGE that L. G. Maison & Co. was the previous agency. He added that Lennen & Newell had been out of the AMI picture for "several years" although the AMI account is listed as an L&N account in the current Agency List of Standard Advertising Register. In past years, L&N handled consumer advertising; the Maison agency placed trade advertising for AMI.

Lennen & Newell still considers

(Continued on Page 94)


If you think flavor went out when filters came in—
try Marlboro
—the filter cigarette with the unfiltered taste
Marlboro
Make yourself comfortable —have a Marlboro

MARLBORO MAN—*Leo Burnett Co., Chicago, is using Texas cowboy Leonard Saye, above, and N. Y. Giants footballer Cliff Livingston in a new series of ads for Marlboro. The drive is appearing in Esquire, Life, Look, The Saturday Evening Post, Time and other books, plus newspapers.*

FCC Proposes 'Short' License to Check Violators

New License to Be Used Only for Those Outlets Under Cloud

WASHINGTON, March 2—In a move to exert tighter control over radio-tv stations, the Federal Communications Commission decided today to consider a new procedure which limits stations to short licensing periods in instances where the commission feels they require closer observation.

Under the plan, which is being submitted for public comment, the normal licensing period would continue to be three years. In instances where the commissioner felt the public interest required it, an initial license or a renewal could be for a lesser period.

■ Earlier this week, FCC stepped up its activity in the payola field with letters notifying four Boston area stations that their license renewals cannot be granted until they clear up discrepancies between information in FCC's file, and testimony which has been obtained in the payola investigations of the House committee on legislative oversight.

The commission's letters went to WMEX, WILD and WORL, Boston, and WHIL, Medford. All the stations were mentioned by disc jockeys or record distributors testifying before the committee last month.

■ A switch to shorter licensing periods for stations which FCC wants to watch would be a complete reversal of the policies which FCC was advocating as recently as three years ago. At that time, a majority of the commission was on the verge of approving a plan to license stations for the full five-year period permissible under law.

The plan to keep a three-year maximum, with shorter periods for some stations, was among the "carrot and stick" ideas discussed at recent public hearings, to achieve higher performance standards from broadcasters. Advocates of the idea believe the plan provides additional incentives for stations to perform in such a way as to avoid trouble with FCC. In addition, they contend it has administrative advantages. #

Winning Recipes via Newspaper Insert Successful: Pillsbury

MINNEAPOLIS, March 1—Marketing men at Pillsbury Co. haven't decided yet whether they will use a pre-printed newspaper supplement again next year to distribute prize winning recipes in the company's Grand National Bakeoff. But they are enthusiastic about results of this year's Jan. 24 distribution in 52 newspapers (AA, Dec. 21, '59).

Combined circulation of the newspapers selected to carry the four-color, eight-page insert was 17,120,000.

In addition to Pillsbury's Best all-purpose flour, the supplement carried ads for Red Star yeast, Nestle's chocolate, Land O'Lakes butter, Morton's salt and French's spices.

■ "We had excellent co-operation from the newspapers and from the grocery trade. And consumer response, at least from reports we've had up to now, was terrific," said Bob Jones, account executive at Campbell-Mithun, the agency which worked with Pillsbury and its participating partners.

"Frankly, we were surprised at the imaginative way the newspaper people pitched in to help with local point-of-sale merchandising tie-ins," he said.

In terms of cost per consumer reached, the insert was three times as efficient as anything tried previously in connection with the bakeoff, he said.

■ Jim Peterson, brand manager for family flour at Pillsbury, said newspaper charges for carrying the insert ranged from $7 a thousand to $61.50 a thousand. Total cost, including the preprinting, amounted to $2.85 per page per thousand.

Mr. Peterson said many newspapers, including the *New York Times* (which did not carry the insert) objected the first time around to an insert not printed in their own shop.

"This feeling disappeared in most cases after we explained our objectives and described our plans for the editorial format," he said.

Mr. Peterson noted that the preprinting gave Pillsbury and its partners quality control that would have been impossible with each of the 52 newspapers printing its own version of the supplement.

The papers selected were chosen from a list of 170 considered.

Principal factors considered, said Mr. Jones, were whether the paper served a market Pillsbury wanted to hit, cost of carrying the insert, and the paper's standing and prestige in the market. #

Myrbeck Agency Resigns $180,000 Baird Atom Account

CAMBRIDGE, MASS., March 1—S. Gunnar Myrbeck & Co., Quincy, has resigned the Baird Atomic account, effective immediately.

Baird, scientific instrumentation manufacturer, which billed between $160,000 and $180,000 through Myrbeck, has not selected a new agency, the company said.

Myrbeck, which billed a total of about $1,000,000 in 1959, declined to discuss what prompted the resignation. Myrbeck acquired Baird at the beginning of 1957. #

Schwat Named Ad Director

Charles I. Schwat, retail ad director for the *New York World Telegram & Sun* since 1955, has been named advertising director, succeeding Vernon Brooks, who has resigned because of ill health.

'Digest' Attacks Outdoor as Rival Medium: Robbins

CHICAGO, March 4—General Outdoor Advertising Co. added its rebuttal this week to an article critical of outdoor in the March issue of *Reader's Digest* (AA, Feb. 22).

In a letter to be mailed to stockholders next week, Burr L. Robbins, president of GOA, said the article "is loaded with false charges in regard to the erection of advertising displays on the federal interstate highway system.

"We are not surprised at the *Digest* attack," Mr. Robbins said, adding that since the magazine began accepting advertising several years ago its policy "changed with the wind. Now the editors seem to be critical only of competitive advertising."

Among the points he disputed:

• "The article charges that the industry puts legislators into its debt by giving them free advertising during election time. As far as General Outdoor is concerned, this is not true.

• "References made to the purchase of GOA stock by members of the Pennsylvania Roadside Council and their attendance at the last stockholders' meeting are incorrect. The article says that 100 members purchased stock and then 'attended stockholders' meetings to nag officers.' The facts are that less than 100 members purchased stock, and only 18 attended the one stockholders' meeting. They did not 'nag officers,' but were very helpful, constructive and courteous." #

Baltimore Station Runs Bourbon Ads

BALTIMORE, March 3—There has been another breach in radio's united front against the acceptance of hard liquor advertising.

The aggressor in this case is Kentucky Gentleman bourbon, but the radio spots themselves do nothing to indicate that there is a mash instead of a man. The ten-second jingles, which are being played 50 times a week over WAYE, a daytime "good music" station suggest:

"Kentucky Gentleman most
wanted in Maryland,
Yes, Kentucky Gentleman
is most wanted in Maryland."

This campaign was placed by Strakes Advertising on behalf of the distributor for the product, R. W. L. Wine & Liquor Co. The schedule is getting ready to go into its second 13-week cycle.

■ None of the other 14 or so stations in this area would clear for the copy, but R. J. Bennett, general manager of WAYE, reports that the jingle has elicited very little criticism on his station. He said the schedule has been carefully handled with insistence on (1) soft sell copy (there is no mention of bourbon), (2) separation from commercials of other advertisers who might object, and (3) no Sunday placement.

■ George Strakes, account executive for R.W.L. Wine & Liquor, told ADVERTISING AGE that he thinks it will not be long until the broadcasting industry generally gets over its aversion to accepting the money of distillers. Here, he believes, the tv industry will get an assist from the cowboys. The heroes in the adult westerns, unlike those in the old early movie days who drank sarsaparilla, now step up to the bar every night on tv and order a shot of the real thing.

General Foods Drops Gourmet Line as Retail Item; Direct Mail Offer Planned

Total Ad Budget for 60-Item Line Was Less Than $200,000

NEW YORK, March 2—Much less money was spent than most people thought to advertise General Foods' Gourmet Foods line in the two-and-one-half years it was in existence.

This week the food giant announced the removal of the Gourmet line from retail outlets, explaining that the specialty products had not met one of the three objectives—profits—set for them.

Last year, according to Publishers Information Bureau figures, $44,162 was spent to advertise the line in magazines. This was the smallest sum yet. The big push occurred in 1958, but even then the total was $101,223, according to PIB. In the last half of 1957 (Gourmet Foods was introduced that summer) GF spent $51,308 in magazines for the line, according to PIB reports.

■ This total, as any mathematician can see, was less than $200,000—over a two-and-a-half-year period, by the largest company in the food business, where the total advertising budget during the same period of time was well over $250,000,000.

■ Without batting an eyelash, the company has spent millions to promote individual products—a dog food, a cereal, a coffee. But the $200,000 Gourmet expenditure had to make do for a 55-item line initially, later expanded to about 60 items.

And among the products requiring their share of public exposure in the $200,000 budget were such esoteric and exotic delicacies as Numaki spread, marinated artichoke shells, Viking brochettes, Bornholm biscuits and green turtle soup—hardly household staples.

Nevertheless, General Foods was

(Continued on Page 91)

Joy! Tho' Gourmet's Dead, A New Horizon Lies Ahead

General Foods Corp. has introduced a new line—New Horizon foods—in Boston, Louisville and Denver. An Italian-style casserole mix described as "the first dry shelf product that offers a complete main-dish meal in itself," when sauce and water are added to the aluminum baking dish in which the product is packaged, is the first in the line to be offered. Advertising includes four-color pages in newspapers and Sunday supplements and television, with themes stressing good taste, convenience and improved nutrition. Young & Rubicam, New York, is the agency. A product of the Jell-O division, New Horizon foods was first tested in Burlington, Vt.

Colgate 'Buys' Jeenie Trademark From Jay Conley

SAN FRANCISCO, March 2—The legal boxing gloves have been stripped from "Genie" and "Jeenie" by a circuit court of appeals dismissal of the detergent battle between Colgate-Palmolive Co. and Jay Conley Co., Mountain View chemical manufacturing company.

Conley, which produced an all-purpose detergent called Jeenie for marketing in the 11 western states, recently won a federal court injunction prohibiting Colgate from distributing its all-purpose detergent called Genie in Conley's marketing area (AA, Oct. 5, '59).

Colgate filed an appeal, but this week, before the appeal could be heard, by stipulation of both parties the case was taken off the calendar and dismissed, without prejudice to either case.

For a monetary consideration not disclosed, Conley agreed to stop using the Jeenie wordmark, trademark and the slogan "Jeenie Can Do" in connection with the distribution and sale of its all-purpose detergent cleaner.

The Conley company retains the right to use the Jeenie mark and slogan on other products in the Conley Co. line, such as paint remover, glass cleaner and hand cleaner. #

Six Advertisers Again Embark on Nautical Mates Push

NEW YORK, March 2—Norman D. Waters & Associates has signed up six advertisers as participants in the agency's annual Nautical Mates ad and merchandising campaign.

The advertisers, none of which are clients of the Waters agency, are Wings Shirt Co., Garcia Corp., Columbian Rope Co., Kaynee Co., Trojan Boat Co. and Mercury outboard motors. The Waters agency said it handled all details of the campaign, including preparation of ads, while placement was handled by the agency of record for each of the various advertisers.

Wings, Kaynee and Mercury are newcomers to the promotion this year.

Each advertiser will run a color bleed page in a section comprising six consecutive pages scheduled in spring issues of *Boats, Motor Boating, Outboard, Popular Boating* and *Yachting*.

Supporting the ads will be merchandising materials tied in with the print campaign theme and distributed nationally to retail outlets.

Agencies placing the ads are Albert L. Morse & Co. (Wings and Kaynee); Chapman-Nowak & Associates (Columbian Rope); E. E. Felton Advertising (Garcia); Godfrey Agency (Trojan Boat) and Baker, Johnson & Dickinson (Mercury outboard). #

LOOK HERE—*This b&w page ad introducing Zenith Radio Corp.'s new Zenette pocket radio will run in Life March 14 and Look March 29.*

Zenith Campaign Backs Zenette, Its Tiny Transistor Radio

CHICAGO, March 3—Zenith Radio Corp. this month is introducing a transistor pocket radio, the Zenette, as U. S. manufacturers seek to combat the inexpensive Japanese transistor radio imports.

The Zenette retails for $39.95, which is $10 more than Admiral Corp.'s vest pocket radio, introduced last month (AA, Feb. 29).

Zenith will advertise its new radio nationally with b&w pages in *Life* March 14 and *Look* March 29. An extensive dealer co-op program will use newspapers and spot radio locally.

Two-page trade ads are running this month in *Electrical Merchandising Week, Home Furnishings Daily* and *NARDA News*.

■ The Zenette introduction comes as Zenith is preparing for the "most powerful and intensive advertising campaign" for spring and summer ever undertaken by the company. The company has increased national magazine ad expenditures 20% over last year, and will use more than 230 newspapers. Business publications will carry the campaign to dealers. Dealer-listed newspaper ads will break in late March.

The campaign will introduce a number of Zenith tv receivers designed for spring and summer selling, including two 23" consoles and two 21" and one 17" table model.

Foote, Cone & Belding, Chicago, is the Zenith agency. #

Rules on 'Lobbying' Ads Too Narrow, Commerce, Treasury Tell House Unit

WASHINGTON, March 3—The prospects for more liberal tax treatment of "idea" advertising rose measurably today, as the Commerce and Treasury Departments told Congress that existing restrictions on lobbying activity are too stringent.

Commerce Secretary Frederick A. Mueller wrote a letter to the House ways and means committee contending that any lawful expenditure to support or oppose legislation which involves the interests of a business ought to be deductible as ordinary and necessary business expense. "Freedom of expression," he said, "is an essential element of a free economy."

The Treasury's comments were more qualified. But Under Secretary Fred C. Scribner acknowledged "broader legislation may well be indicated."

■ The controversy has been smoldering for more than four years. It attracted widespread notice three years ago when the Internal Revenue Service announced it planned to disallow deductions for institutional advertising by ECAP (Electric Company Advertising Program).

The scope of Revenue Service authority was dramatized early last year when the Supreme Court upheld two rulings which prevented liquor dealers from taking a tax deduction for advertising expense incurred in a campaign to defeat local dry law proposals.

The issue burst into the open last fall when Internal Revenue consolidated its court victories with new regulations reiterating that all lobbying expense, including ads to influence elections or legislation, would be disallowed.

■ The departmental comments were obtained this week as the ways and means committee sought to determine whether to go ahead this year with consideration of bills to clarify the tax status of lobbying expenditures, including advertising controversial subjects.

(Continued on Page 12)

Boost Agency Commission as Means to Better Ads, Borden Exec Urges ABP

NEW YORK, March 3—A Borden Foods Co. advertising executive urged Associated Business Publications members today to give serious consideration to raising agency commission levels.

"You might have to charge us higher rates in the long run," he said, "but if better advertising resulted, it would be worth the risk."

Speaking at an all-day ABP conference, William H. Ewen, director of advertising and promotion at Borden, said, "Agencies complain that they can't afford to put top people on [business paper advertising] or provide the same service as on consumer advertising because the commissions don't warrant these luxuries. I think there is justification in this argument."

■ "I don't mean to imply that agencies are not receptive to improvement in trade advertising," he added. "They recognize that there's a lot of room for up-grading—and are willing to pitch in when they are convinced that they will at least break even on such effort.

"Not many of the big agencies, whose major work is consumer advertising, have developed corps of trade advertising specialists," he continued. "Ad assignments for business papers are often passed along to the consumer-oriented creative people and merchandising service men. The results are not always bad; sometimes they're good. But they usually reflect some lack of understanding of the advertiser's relationship with his retailers—or, of his sales approach—or his opportunities."

He said while consumer print ads were "showing a marked trend toward simplicity and straightforward presentation," trade ads in many cases are still "tricked up." #

Ford Tops Spot Radio Users in '59, RAB Says

Ford Spent $7,280,000; R. J. Reynolds, Chrysler Follow; GM Drops to 4th

NEW YORK, March 4—Spot radio's most free-spending customers in 1959 were Ford Motor Co., with estimated time sales expenditures of $7,280,000; R. J. Reynolds Tobacco Co., with $4,800,000; and Chrysler Corp., with $4,129,000.

These names headed the list of the top 100 spot spenders released this week by the Radio Advertising Bureau. The list was compiled by the bureau from "a sample of sources representing approximately 50% of the spot dollar volume."

Kevin B. Sweeney, RAB president, hailed the release of this report—the most detailed data yet made public by RAB on the spot radio business—as "another tremendous step forward in the effort to make radio a measured medium and to climb out from under the onus of being unable to answer an advertiser's questions.

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Highlights of This Week's Issue

Two new medical publications, Doctor's Wife and Medical Tribune, will bow this month. ..... **Page 6**

Batten, Barton, Durstine & Osborn merge with Dolan, Ducker, Whitcombe & Stewart to form BBDO International. ..... **Page 8**

Simmons Co. uses a new series of humorous advertisements in business papers for its contract division. ..... **Page 20**

Cognac sales in the U.S. in 1959 reach a new high of 857,000 gals., a 20% increase over the previous year. ..... **Page 22**

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Electric Steel Foundry Co. will use an "emotional approach" in a campaign, using magazine, outdoor and direct mail, to promote the company as a volume supplier of stainless wrought products. ..... **Page 28**

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Wurlitzer Co. will introduce its new musical instrument, the Side Man, an electronic device which produces rhythm backgrounds for practically any beat, in a network tv campaign beginning in April. ..... **Page 34**

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To Discontinue 'Capper's Farmer' With April Issue

TOPEKA, March 4—The April issue of *Capper's Farmer* will be the publication's last.

Oscar S. Stauffer, president of Stauffer-Capper Publications, announced the farm magazine's demise here today. The publication has lost money for some seven years, and in view of the trend toward regional and state editions, it seemed foolish to buck the trend, he said.

Unexpired subscriptions on *Capper's Farmer* (which showed 1,585,000 paid on its June, 1959, ABC publisher's statement) will be offered a choice of *Farm Quarterly*, Cincinnati, or eight other publications, in a deal worked out with Fred B. Knoop, publisher of *Farm Quarterly*. A substantial number of subscriptions will be taken care of by one or other of the eight state farm publications in the Stauffer-Capper stable.

■ The Stauffer-Capper organization includes *Capper's Weekly*, a rural and small town magazine; eight state farm publications; 12 newspapers; and four radio and one television stations.

None of these properties will be affected, Mr. Stauffer pointed out, and most of the personnel on *Capper's Farmer* will be absorbed on other properties.

Through Capper-Harmon-Slocum, the organization recently acquired *Kentucky Farmer, Tennessee Farmer & Homemaker* and *Indiana Farmer*. Other farm publications in the group are *Ohio Farmer, Michigan Farmer, Pennsylvania Farmer, Kansas Farmer* and *Missouri Ruralist*. #

Norins joins KFRE, Fresno

Les Norins has joined KFRE and KFRE-TV, Fresno, Cal., as general sales manager. He formerly was general sales manager of KABC, Los Angeles.

Slow Mail Brings Late Billings for Foreign Agencies

NEW YORK, March 3—Due to slow overseas mail, the billings of five advertising agencies located outside the U.S. arrived too late for inclusion in ADVERTISING AGE's Feb. 29 agency billings report. Included with these agencies is a report of a Salt Lake City agency which came in too late to be published with the Feb. 29 report. Here they are:

David W. Evans & Associates, Salt Lake City, billed $2,382,300 in 1959, of which $854,000 represents capitalized fees. In 1958, roughly comparable figures would be $1,849,700 and $759,900. No account changes reported. The agency has 51 employes in three offices and expects 1960 to be about like 1959.

ARGENTINA

Garcia Torres & Lotito, Buenos Aires, billed 23,000,000 in Argentine pesos, of which 1,000,000 represented capitalized fees. In dollars this would be about $2,840,000 and $12,300. In 1958 its billing was about 20,000,000 pesos or $2,470,000. It added Helanca Argentina and Alcohol Luimar. Media breakdown: Newspapers 30%, magazines 20%, radio 15%, television 10%, outdoor 8%, business papers 5%, farm publications 1%, point of sale 5%, cinema, etc., 6%. It has 25 employes in one office, plus representatives in Cordoba City, Rosario City and Mendoza City. It expects 1960 volume to be up 30%.

BRAZIL

Standard Propaganda, headquarters Rio de Janeiro, billed $3,794,666 in 1959, of which $444,666 represented capitalized fees. In 1958, comparable figures were $2,796,111 and $276,111. Conversion is figured at 180 cruzeiros to the dollar. No account changes reported. Media breakdown: Newspapers 35%, magazines 15%, radio 20%, television 15%, outdoor 3%, point of sale 8%, "other" 4%. It has 247 employes in five offices, and expects 1960 billings to be up 40%.

COLUMBIA

Empresa Colombiana de Propganda Limitada, Bogota, billed $2,705,562, of which $229,760 represented capitalized fees, in 1959. In 1958, comparable figures were $2,387,763 and $244,730. It added Forrocarriles Nacionales de Colombia, Bon Ami de Colombia, Du Pont textile fibers, Calzado La Corona, Editora de Directorios, Acerias Paz de Rio, Electromanufacturas S.A. No losses reported. Media breakdown: Newspapers 42.4%, magazines 2.5%, supplements 0.5%, radio 27.2%, television 18.8%, transit 1.5%, "other" 7.1%. It has 26 employes, and estimates 1960 volume will be up 25%.

ENGLAND

John Haddon & Co., headquarters London, billed $5,800,000 in 1959, up from $5,600,000 in 1958. It added the Port Wine Trade Assn. and Airfix Products Ltd. It lost Player's cigarets and tobacco. It has 155 employes in two offices and foresees a 1960 about like 1959.

GERMANY

Dr. Grupe & Co., headquarters Hamburg, billed $3,300,000 in 1959, of which $100,000 represented capitalized fees. It added Messrs. Merz & Co., chemical makers, and Comite permanent de Liaison de l'agrumiculture mediteraneenne; it lost the Ministry of Defense of the Republic of Western Germany. Media breakdown: Newspapers 12%, magazines 26%, supplements 2%, radio 5%, outdoor 52%, business papers 1%, farm publications 1%. It has 160 employes in six offices, and estimates that 1960 will be about like 1959 in volume.

SWEDEN

Annonsbyran Hugo Krantz, Gothenburg, billed 14,696,000 Swedish kroner in 1959, up from 12,909,000 kr. in 1958, or roughly $2,939,200 in 1959 and $2,581,800 in 1958. No account changes reported, and the agency has 110 employes in two offices, estimates a gain of 8% in billings. #

Karr Moves to Jefferson

John Karr has joined Jefferson Advertising Agency, LaCrosse, Wis., as an account executive. He will also be in charge of new business and head the agency's market research department. He formerly was manager of market research of Trane Co., LaCrosse.

It's true that people make markets, BUT they do not become customers until they are **REACHED and SOLD**

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence.

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

*Source 1959 Sales Management Survey of Buying Power.

TOP TEN BRANDS

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher Represented by Story, Brooks & Finley

15th Market in Total Retail Sales

Quickest Route to Automotive Sales

Greensboro's automotive sales stand out in the NEW South's top 25 markets, bumper to bumper with Charlotte, Chattanooga, Knoxville and other prominent markets. Drive for greater sales via the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

Do top food store retailers like these keep a full inventory of all your products?

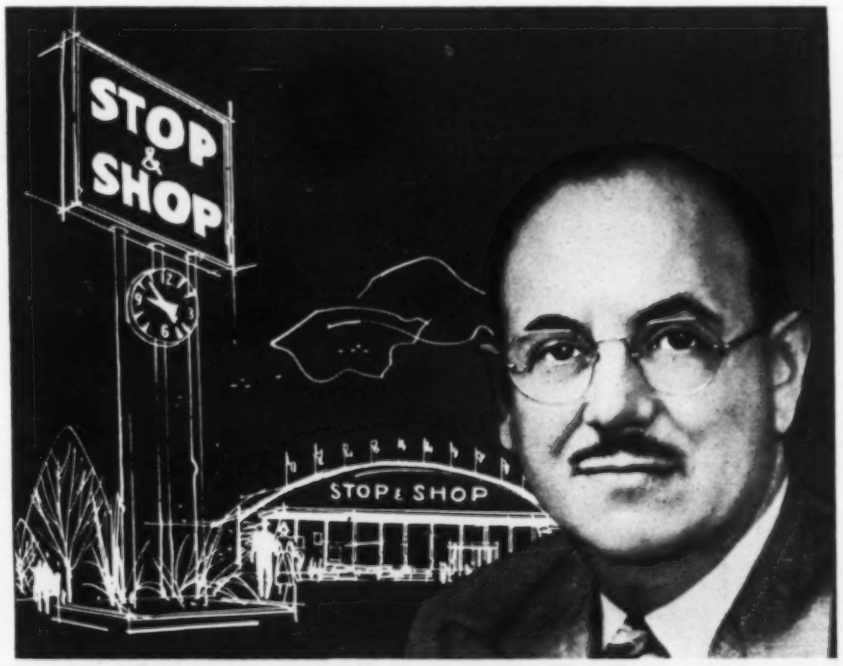
Read what they say about products advertised in THIS WEEK Magazine

"THIS WEEK Magazine advertised products are the backbone of our business, largely because of the public's familiarity with them through the pages of such wonderful selling media as THIS WEEK. Its sales prestige is something which we retailers hold in the highest esteem."

J. EARL GARRETT
President, Mayfair Markets, Los Angeles, Calif.
103 stores. $152,000,000 est. annual volume.

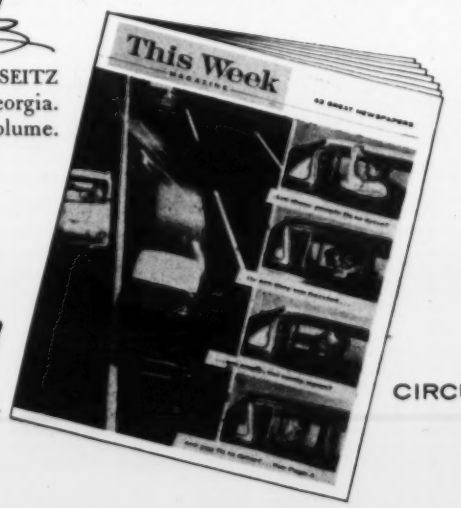
"THIS WEEK Magazine is distributed by strong and respected newspapers in our area—a solid reason for its effectiveness in pre-selling the famous brand products carried in our stores. Our store managers are well aware of the sales impact of THIS WEEK promotions."

JOSEPH SEITZ
President, Colonial Stores, Inc., Atlanta, Georgia.
459 stores. $450,748,917 annual volume.



"We at Stop & Shop have, for many years, had a high regard for THIS WEEK Magazine. We have always felt that... the type of advertising that it carries has been an effective means of gaining acceptance and sales of... products in our stores."

SIDNEY R. RABB
Chairman, Stop & Shop Inc., Boston, Mass.
107 stores. $194,003,143 annual volume.



To move goods fastest...
BUY THE BIG ONE!

CIRCULATION MORE THAN

13,000,000

'Doctor's Wife,' 'Medical Tribune' Newest Media in Field of Professional Journals

NEW YORK, March 1—Pity the poor physician; his eyes grow dim and his ears are bent—or, if they aren't, they soon will be.

• New magazines and journals seem to be springing up in bunches, ever since *MD*, a slick monthly for medicos, bowed in January, 1957.

• And NBC has set up an fm closed circuit operation that broadcasts music, news and advertising to doctors' offices.

• Not even the doctor's helpmate is immune.

■ Beginning March 17, a bi-monthly called *Doctor's Wife*, with a controlled circulation of 180,000, will be published by Ellery W. Mann Jr., who now puts out *Rudder*, oldest boating publication in the U.S. Advertising will be based on $1,800 a b&w page (429 lines). Ad and editorial offices are at 575 Lexington Ave., New York.

Mr. Mann, who resigned as vp in charge of advertising for Tampax Inc. to join two others in buying *Rudder* in 1959, said studies showed that "our audience will be composed of women whose husbands have an average income of $25,000." He said 45% of the readers will be in the $12,500 to $25,000 income bracket and that 33% will be in the $25,000 and up category.

■ Another new entry in the medical field is the *Medical Tribune*, which will start this month as a 32-page newspaper. At first it will come out as a Monday edition, then later in the year will add a Thursday edition. Some time in 1961 it will become a daily. Foreign editions are planned by the end of this year.

Medical Tribune will be published by Medical Tribune Inc., a wholly owned subsidiary of Medical & Science Communications Development Corp. The latter plans the *Tribune* as "one of a number of new communications projects to meet the developing needs of science and the public."

The announcement of the new publication came from American Research & Development Corp., which said it was "investing" in the new paper. American Research & Develpment is headed by Gen. Georges F. Doriot, who will be president of Medical Tribune Inc. and Medical & Scientific Communications Development Corp.

■ *Medical Tribune*, Mr. Doriot said, will be "free, controlled, guaranteed, to 150,000 physicians, and an immediate drive will begin to develop a paid subscription circulation." The publication will carry a limit of 20 pages of advertising of ethical pharmaceuticals. Its advertising rate will be based on $2,500 for a full page. Its offices will be located at 624 Madison Ave., New York.

The publication will have the editorial services of World Wide Medical News Service and Physicians News Service. These facilities have been used to produce publications for William Douglas McAdams' clients like "Scope" for Upjohn, "Image" and "Roche Report" for Hoffman-LaRoche, and a pediatrics newsletter called "Currents" for Ross Laboratories.

■ Since the middle of 1958, these developments have appeared:

• "World-Wide Abstracts of General Medicine," monthly medical magazine in which only the ethical products of Warner Chilcott Laboratories will be advertised. Planned by Warner Lambert Pharmaceutical, it bowed in September, 1958, with distribution to between 125,000 and 150,000 U. S. physicians and medical institutions.

• *New Medical Products*, a January, 1959, Hearst Corp. entry, heralded as virtually an all-advertising monthly magazine, with a $2,000 b&w page rate and a controlled circulation of 150,000 practicing physicians.

• *Medical Times*, a monthly journal going to 26,000 general practitioners, revised its format "in accordance with the most modern techniques" with the January, 1959, issue.

• *Modern Medicine of Canada*, first Canadian bilingual magazine aimed at English-speaking and French-speaking doctors, was started in January, 1959. Previously, only English was used. Canada boasts 16,000 English-speaking and 4,000 French-speaking doctors.

• *Annals of Allergy* moved from a bi-monthly to a monthly with the January, 1960, issue. Rates were set at $130 a b&w page.

• *Western Medicine*, a new medical publication for doctors in California, Oregon and Washington, was announced in the fall of 1959.

• *Applied Therapeutics*, a monthly, was launched in January, 1960, by Current Publications Ltd., Toronto, with an initial circulation of 6,000 and a 12-time b&w page rate of $150.

• *Journal of Nuclear Medicine*, official organ of the Society of Nuclear Medicine, began publishing in January, 1960. Samuel N. Turiel & Associates, Chicago, the publisher, guaranteed 2,000 and put one-time b&w page rates at $150.

• *Factor*, a 16-page monthly tabloid in two colors, covering developments in the field of psychiatry, was launched in December, 1959, by Professional News Bureau, New York. It was to be sent to every practicing doctor in the U. S. under the age of 65. Ad rates—based on an audience of 134,000 doctors—were set at $2,500 a page. However, except for the last page, no page units were to be accepted. Instead, advertisers were to be offered tandem half pages at the $2,500 rate. Last month *Factor's* issues were stepped up to twice a month—effective May 15.

• *Medical World*, still another new publications for doctors, was announced last month by Medical World Publishing Co., to be launched April 15, with Dr. Morris Fishbein as editor. The fortnightly news magazine was planned to have a controlled circulation of 142,000 physicians—every practicing doctor in the country. One-time b&w rate was set at $1,750, highest page rate in the field. *MD*, the monthly news magazine, has a base rate of $1,500. The *AMA Journal* (with which Dr. Fishbein was long associated) charges $1,200.

■ Then there's the closed circuit broadcasting system for physicians et up by National Broadcasting Co. in its Medical Radio System for doctors' offices. Scheduled to begin next September, the service will provide 13 hours of broadcasting per day through an fm multiplexing system. Each doctor using the system will pay a tax-deductible fee of $120 a year. Program sponsorship by ethical drug makers was expected to provide the bulk of the system's support, however. NBC was asking $338,000 in time and production costs for its 52-week schedule. Of this sum, $288,000 was to be for production.

■ Granddaddies of the field are the *Journal of the American Medical Assn.*, which carried 6,511 pages of advertising in 1959 (6,824 in 1958); the 29-year-old *Modern Medicine*, a semi-monthly, which last year carried 4,940 pages of ads (4,140 in 1958) and *Medical Economics*, which ran 4,485 ad pages in 1959 (3,444 in '58). The *AMA Journal* has a net paid of 168,899; its rates are based on $1,210 a b&w page. *Modern Medicine* gets $1,000 a b&w page and has a circulation of 144,000. *Medical Economics* gets $1,145 a page; its circulation is over 168,000. #

He may be looking for your product...

IEN is read for only one reason—product information.

Every month—
- 77,017 men
- in more than 40,000 plants
- in all of the 452 manufacturing industries

read IEN from cover to cover searching for products to solve their problems.

What better place could there be for your product advertising... and what better timing? Your ads in IEN are right at the "point of purchase"... not just with the industries you normally sell but throughout *all* industry... where *new* markets are developing almost daily.

And the cost is surprisingly low... under $200. For despite a recent circulation increase, IEN has not raised its rates. Write for our nine-section Media Data File. It's yours for the asking.

good for selling... because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York, N. Y.

Thomas Publishing Company

Beginning early in 1961

FAIRCHILD PUBLICATIONS, INC.

will launch a weekly newspaper

serving

THE METALS AND METALWORKING INDUSTRIES

We are pleased to announce the appointments of
Wade Fairchild as Publisher & Charles W. Gunter, Editor.

FAIRCHILD PUBLICATIONS, INC., *Publishers of business newspapers for 70 years*

ELECTRONIC NEWS • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • WOMEN'S WEAR DAILY
SUPERMARKET NEWS • FOOTWEAR NEWS • MEN'S WEAR • BLUE BOOK DIRECTORIES • BOOKS

7 East 12th Street, New York, N. Y.

LONG ARM OF BBDO—*As its clients have become increasingly active abroad, BBDO made its initial move overseas a major one. Discussing the merger are Charles Brower (left), BBDO president, and Pat Dolan, of Dolan, Ducker, Whitcombe & Stewart, now president of BBDO International.*

'Can't Open Abroad Gradually,' Says BBDO; Adds $8,000,000 Dolan Agency

Dolan Is President, Brower Chairman of New BBDO International

NEW YORK, March 1—Batten, Barton, Durstine & Osborn, which for three decades managed to avoid foreign entanglements and stay out of the international advertising field, this week changed its mind.

Result: The formation of BBDO International, the result of a merger of the giant U.S. agency (1959 billings, $216,000,000) and Dolan, Ducker, Whitcombe & Stewart, headquartered in London (1959 billings about $8,000,000).

In the new operation, BBDO acquires (1) an agency with a London headquarters and offices in Paris, Geneva and Frankfurt; (2) a public relations affiliate—Patrick Dolan Associates—with men in Stockholm, Copenhagen, Amsterdam and Brussels (called the biggest in Europe); (3) somewhere between 165 and 180 people, including ebullient Pat Dolan, who had run his ad agency up to $8,000,000 from a standing start in 1952.

■ Batten, Barton, Durstine & Osborn International will have Charles Brower (BBDO president)

"We won't overlook any place."

as its chairman and Pat Dolan as its president. Mr. Dolan will be located in London.

Talking about the merger, Mr. Brower remarked wryly that the George Batten Co. had handled the Charles Evans Hughes campaign in 1916 and had made the monumental error of not placing any advertising for Mr. Hughes in California. The Golden State went to Woodrow Wilson by a narrow margin, and Mr. Wilson was re-elected President.

"We made a mistake in not placing any advertising in California," Mr. Brower said jauntily, "and we're not going to overlook any other place."

Historically, BBDO long resisted the trend which sent most other agencies of its size abroad. Not until 1956, for instance, did BBDO move into Canada, although most agencies with its volume had been operating there for decades. About two years ago it decided that the Canadian operation had to be a full operation, now has a Canadian headquarters in Toronto and a branch in Montreal.

"We decided you can't open abroad gradually," Mr. Brower explained. "You have to do the whole job—offer all the services other agencies have."

Up to now, in the international field, BBDO had had a "small operation—relying on correspondent agencies worldwide, and traveling people."

■ In fact, BBDO clients are streaming overseas, and part of the agency's decision was spurred by that fact. For instance, Campbell Soup, Minnesota Mining & Mfg., Minneapolis Honeywell and Du Pont all have sizeable international operations. Conceding that BBDO "has been a trifle slow" in going abroad, Mr. Brower went on to emphasize that the new arrangement gives the agency a chance to develop in overseas markets and a "chance to give clients the same kind of service abroad we do in the U.S."

The two agencies have one common client—the Chrysler Valiant.

■ From the standpoint of Dolan, Ducker, Whitcombe & Stewart, the advantages were several: The agency had hoped to attract promising American admen, had usually found that (in Mr. Dolan's words), "they just can't cut the umbilical cord—Britain is too far away." Now the operation will be able to get transfers from BBDO's U.S. offices, and they will not feel that they have lost their place in American business in the process.

"I get a reservoir of experienced people—I anticipate no rush to Europe—but Americans who are sympathetic to Europe and can speak the language are what's needed." And the move creates a good deal of security and continuity for DDW&S people—it worried Mr. Dolan that "too much is riding on me personally"; he hopes to submerge his personality in BBDO.

■ The new arrangement will take effect as soon as possible. The British agency has a fiscal year ending in April, and Mr. Dolan hopes its fiscal year billings will exceed $8,000,000 (it reported $7,250,000 to AA for the calendar year 1959 in the report published Feb. 29). Under the new arrangement, Mr. Dolan told his people, he was not selling out or leaving. He would continue as an important stockholder (although BBDO has a majority interest), and he has a long personal service contract with BBDO.

■ The discussions preceding the arrangement consumed about two years. They reflected a mutual need—BBDO's for a way to enter international business without the expense and trouble of launching an international operation from scratch, and DDW&S's need for the massive strength, know-how and connections of a major agency.

Perhaps nowhere was this more apparent than in certain kinds of new business.

"I love to go up against J. Walter Thompson or Young & Rubicam on a British account," Mr. Dolan told AA, "but when the company's headquarters are in New York, Minneapolis, Chicago or Louisville, I'm licked."

The length of time in discussions mirrored a mutual anxiety that "the blood type be right." Mr. Dolan was quite outspoken about his admiration for Mr. Brower: "I would never have made the deal without him; Mr. Brower's top crew in BBDO is very impressive."

■ He recalled lovingly the new business triumphs of his agency last year, when it snared two Unilever accounts, Nestle, TWA and Skol beer. Some of the other major Dolan accounts recognizable

"I love to go against JWT, Y&R."

on this side of the Atlantic: Hawker Siddeley Group; Chesebrough-Pond's; American Cyanamid; Miles Laboratories; Harry Ferguson holdings; Bata (shoes), and Associated Bulb Growers of Holland.

In 1956, in an interview with AA, Mr. Dolan made much of the fact that the agency had never lost an account. It has since lost one—British Trawlers Assn.

■ BBDO International will provide European service for U. S. clients of the New York agency, but not necessarily for all of them, since several clients of Dolan, Ducker would represent conflicts with advertisers using BBDO. The U. S.-based agency will not service any Dolan clients, since the latter do not advertise in this country.

While BBDO has been avoiding foreign entanglements till now, it has set up arrangements in the past with a total of 76 agencies in 48 foreign countries to provide one service or another for its U. S.-headquartered clients. #

Sazerac Names Walker Saussy

Sazerac Co., New Orleans, has appointed Walker Saussy Advertising, New Orleans, to handle its advertising. The company previously had no agency. Plans call for advertising of Taaka vodka in selected markets. The company also markets Sazerac cocktail, Herbsaint liquor and Granada grenadine.

Richardson Names Pritchard

Thomas D. Richardson Co., Philadelphia, confectioner, has appointed Pritchard, Daniels & Dreher, Ardmore, Pa., to handle its advertising. Chew, Harvey & Thomas, Philadelphia, is the former agency of record.

Adman in the News ... *Joe Novas*

CARACAS, March 1—One man, Joseph Novas Jr., was in large measure responsible for the holding of the first Latin American advertising convention.

A slight, unassuming, semi-bald American, Joe Novas, has spent 14 years in Latin American marketing—with Colgate, Gillette, his own television company and now as head of his own agency, Publicidad Novas, in Caracas.

Joseph Novas Jr.

He organized the Caracas chapter of the International Advertising Assn. and he built it up to its present size of 100 members, making it, outside of New York, the largest IAA chapter in the world.

Joe speaks an uncultured New Yorker's English, picked up in the streets of the Bronx, Brooklyn and Hempstead, L. I. Born in Spain in 1921, he was brought to the U.S. when he was seven years old by his father, who had a music shop on Seventh Ave. between 13th and 14th Sts.

■ He stayed only three years, returning to Spain then to rejoin his mother and sisters. He went to high school in Spain and completely forgot his English. In 1936, when civil war broke out in Spain, Joe's father went to Spain and brought him out again; his mother and sisters, who were still Spanish citizens, could not get out until 1940.

Joe went back to high school for one year to re-learn his English and then quit; he never was graduated. He worked in various jobs around New York before going to Washington in 1941 to become a translator at the Inter-American Defense Board.

In 1942, he enlisted in the Navy and was assigned to the office of censorship, which sent him to Costa Rica for one year. The Navy then selected him for its V-12 program, and he spent the rest of the war years at Trinity College and Brown University, graduating in 1946 as an ensign.

■ At Brown, Joe had a roommate who was studying Spanish, and Joe sometimes helped him out, only to find that the professor often did not agree with the Novas interpretation.

One day the roommate saw a blind ad in the paper from a company which wanted a Spanish-speaking college graduate for its international advertising department. The roommate said to Joe, "I bet you couldn't get a call on the job with one of your Spanish letters." Joe accepted the dare, got a call and went to work for Colgate-Palmolive in New York immediately after his discharge.

He worked at Colgate for three years, dividing his time between advertising and sales, leaving in 1949 to become foreign advertising manager of Gillette. Craig Smith, who is still ad director at Gillette, hired him.

Joe was headquartered in Boston but spent six months of each year traveling through Latin America. In 1950, he married a North Attleboro, Mass., girl, Patricia Foss, whom he had first met in Washington. They bought a house in Arlington and had their first son two years later.

■ In May, 1953, he left Gillette. Television was coming into its own in the U.S., and Joe thought he would be able to get in on the ground floor in Latin America by setting up a company, Latin American Radio Corp., that would sell packaged U.S. shows through a network of offices in New York, Mexico City, Havana, San Juan and Caracas.

"It seems I was too premature," Joe said last week. "No one in the U.S. thought then that this would be much of a market. I was so confident I set up this whole network, and I lost every cent I had."

Joe himself went to Havana in July, 1953, to head the network's Cuban office. A year later he looked at his bank account and said to his wife, "Let's go back to the States. We have $200 left. That's just enough to get us back."

Mrs. Novas, who apparently has a good deal of New England spunk, vetoed the suggestion.

■ A few days later Joe got a call from Arthur Cameron, an American connected with a shaky Cuban tv station, and Conrad Lee, Gillette's Cuban manager. They had concocted the idea of rushing kinescopes of the 1953 World Series telecast to Havana in time to put the game on Cuban television before the game was actually finished. They were ready to go ahead with the project if Joe would take it over.

Joe did. He went to New York and helped to get Commissioner Ford Frick's approval. Special arrangements were made with WTVJ, Miami. The kinescopes went in three relays—the first hour on a regular Cubana Airlines flight, the second on a Pan Am flight and the last on a Cubana air cargo flight. On the first day, as soon as the first plane was in sight over Havana's airport, CMQ cameras followed the shipment's progress all the way to the station. The operation was a smashing success for baseball-mad Cuba.

In July, 1954, he and his family moved to Caracas. His company, Laradiotel, produced live shows and distributed for Television Programs of America and later International Television Corp.

■ In March, 1958, Joe's old company, Colgate, decided it would, for the first time, use advertising agencies in Venezuela. Joe was asked to make some recommendations and in the course of the discussions he was asked whether he wouldn't want to set up an agency to handle Colgate products. Joe replied that this would take a considerable investment and he would have to be assured of some substantial billing. Colgate said it was prepared to give him Fab, which accounted for about half of the company's total billing in Venezuela. Thus was born Publicidad Novas; the other products were divided between McCann-Erickson and Grant Advertising.

Joe's agency has since tripled its billing. He now has a staff of 22 and billings in excess of $1,000,000. Laradiotel, meanwhile, has taken off in another direction. It has set up a house-to-house sales organization, distributing for General Electric, Richard Hudnut and other companies. Joe believes it has become the largest GE distributor in Venezuela.

■ There are now four Novas children—all boys: Stephen, 7; Craig (named for Craig Smith), 6; Robert, 4, and Paul, 1.

Last summer Joe took his first vacation in nine years. With the exception of Paul, who remained with Mrs. Novas' aunt in Providence, the entire family went to Europe for two months, where they visited Joe's birthplace, Beluso, a town of 2,000 near the port of Vigo. Joe bought a Citroen DS-19 while in Europe and brought it back to Caracas. It was the first DS-19 sold in Venezuela; Joe now has the Citroen account. #

Who reads CHICAGO'S AMERICAN?

"I do," says Joseph Germano

Joseph Germano rose through the ranks from a mill hand to District Director, District 31, United Steelworkers of America, AFL-CIO. In the above picture, Mr. Germano is in the center, standing between Harry Dublin (left) and James Morris (right), members of Local 65, United Steelworkers of America, AFL-CIO.

"...and so do many of our union members, such as Harry Dublin and James Morris. As a union official, I check all newspapers to study their reporting of labor activities, especially in these days of unsettled differences between the steel companies and the union.

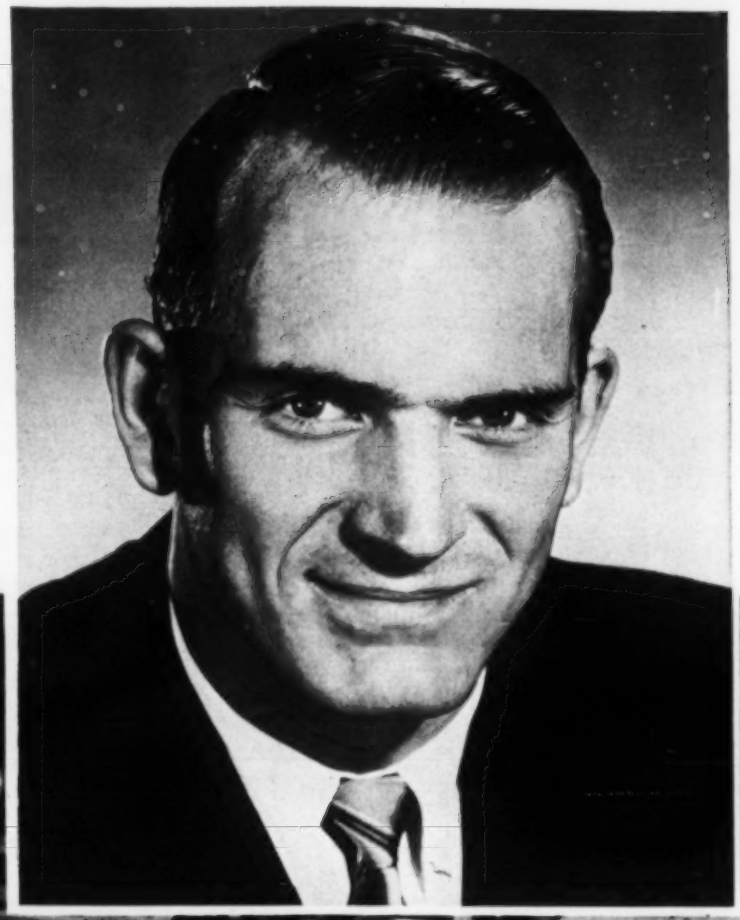
"I find that the reports in CHICAGO'S AMERICAN are fair, clear and friendly. I don't always agree with the editorial views of the AMERICAN but I respect its integrity. And I know I can trust the AMERICAN'S labor editor, Marty O'Connor, not to misrepresent our side. Marty gets behind the news to discuss human values involved, too."

Joseph Germano

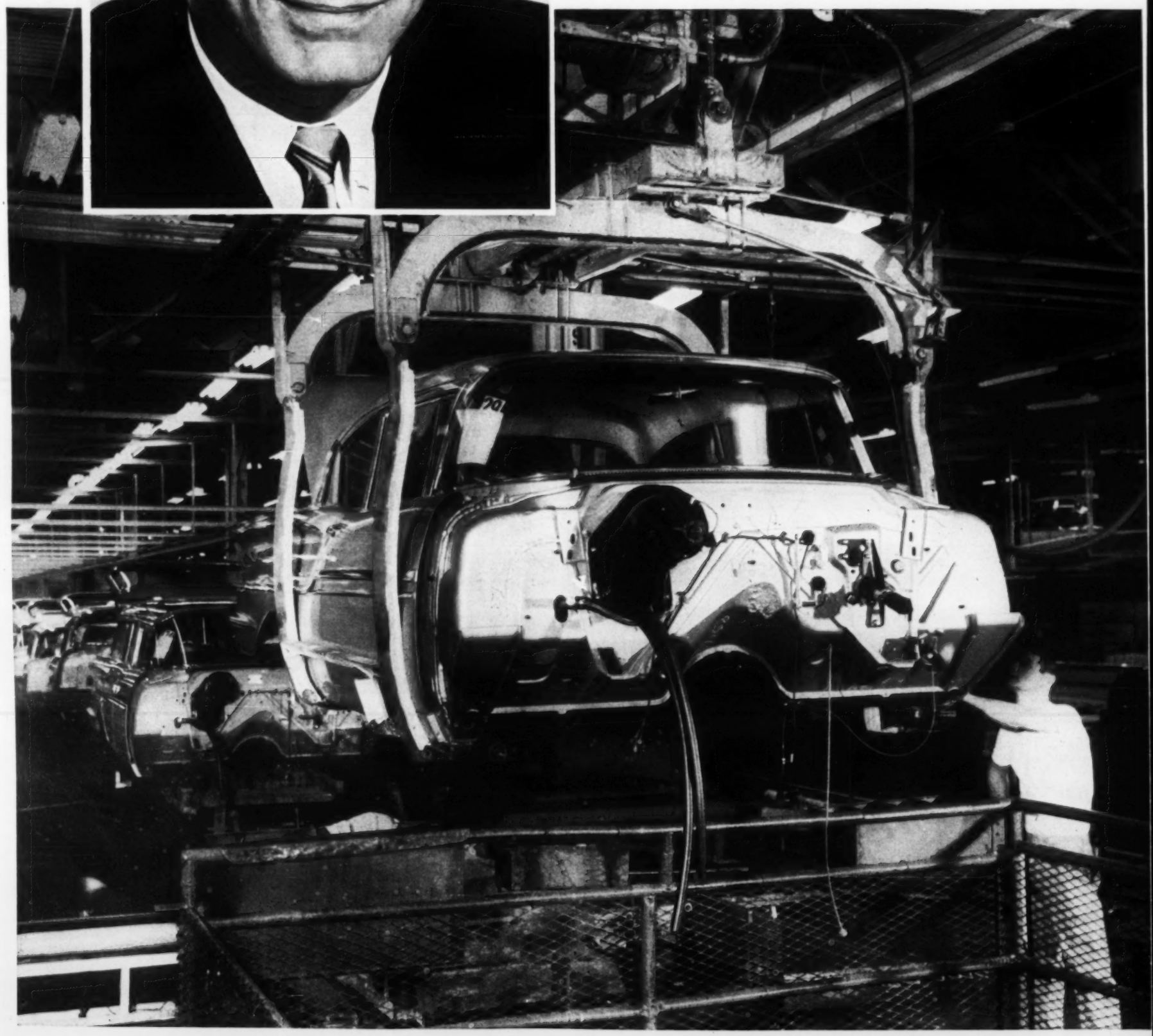
CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Nationally represented by Hearst Advertising Service Inc.



"I talked to one



Six Steps To Successful Selling...

1 Make Contact **2** Arouse Interest

# of our executives about their ad

and a group of us went to observe the equipment.
We are now studying the application to our plants."
Industrial Engineering Manager, Automotive Manufacturer

These *direct quotations* are examples of the kind of *buying action* advertising in McGraw-Hill publications stimulates among businessmen. Taken from continuing research studies, they are further evidence of the fact that the more than one million key men in business and industry who pay to read McGraw-Hill magazines are an alert, decisive audience for the products and services you advertise.

"As soon as I read the ad, I called their local representative. I think we will get this machine."

Design Development Manager,
Container Manufacturer

"The ad shows just what we want; I'm going to get in touch with them. We used to buy from them, but somehow got away from it. Now we will again."

President,
Pump Manufacturer

"I've discussed their ad fully with several of our engineers, and it seems to answer our problem. I intend to send for literature."

Chief Engineer,
Machine Tool Manufacturer

"After reading the ad, I talked with a salesman and recommended the purchase of their equipment."

Design Department Manager,
Chemical Equipment Manufacturer

"I've talked to others in the department about the equipment in their ad, and intend to recommend it to the general manager."

Principal Engineer,
Radar Systems Manufacturer

"After reading the ad, we wrote for information, saw a factory representative, and ordered two machines."

Plant Superintendent,
Instant Coffee Manufacturer

"We originally purchased five units as a result of their ad. Yesterday, we ordered more."

Manager,
Sand and Gravel Company

If you sell to business and industry, advertising is one of your primary tools. Your salesmen have more time to make specific proposals and close sales when advertising moves ahead of them to contact prospects, arouse interest, create preference . . . and keep old customers sold.

Your McGraw-Hill representative will be glad to show you other examples of how you can stimulate buying action . . . and how you can cover your major markets most economically by *concentrating* your advertising in the McGraw-Hill magazines serving them.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

3 Create Preference | **4** Make A Proposal | **5** Close the Order | **6** Keep Customers Sold

More Advertising Here — Means More Sales Time Here

CBS Affiliates Told of Tighter Rules on TV Ads

(Continued from Page 1)

personal products advertising and (3) drug copy.

Mr. Ream said that restrictions will be made a little tighter on commercials for news shows. This may mean shorter commercial lead-ins for the newscasters.

■ The CBS executive emphasized that the network thinks the industry should avoid blanket prohibition of product types, even those that are not normally discussed in the living room. As a case in point, he cited some excellent commercials for such personal products as toilet tissues. He said deodorants, depilatories, toilet tissues and foundation garments could all be advertised on tv in quite good taste.

In the case of cold remedies and other drugs, the revised standards are expected to concentrate on rectifying those practices that have given rise to most public complaints. The aim, sources within the network indicate, is to avoid misleading and confusing claims, abnormal use of scare copy, and overly clinical demonstrations of bodily functions.

Mr. Ream told the stations CBS is considering setting up a commercials testing program. The public would be invited into theaters to give their reactions to commercials. The results of these viewer reaction tests presumably would be forwarded to advertisers and agencies for their guidance. He did not make it clear whether the commercials would be pretested before they went on the air.

■ On the opening day, Monday, affiliates witnessed a drama the equal of any that has ever been aired on their stations.

Rep. Oren Harris (D., Ark.), chairman of the committee on legislative oversight, ended his speech to the group with a caustic atttack on FCC Chairman John Doerfer. Broadcasters filed from the room, assuming that the session was finished. A public address system called them back to their places with the announcement that Chairman Doerfer had requested an opportunity to reply.

Affiliates cheered lustily as the FCC chairman slashed back at the congressman who has been investigating the industry with such drastic results. Later, in the lobby, top echelon CBS executives tried earnestly to reconcile the two men.

The Harris attack on Chairman Doerfer came as the congressman advised the industry to "face the facts, recognize any short-comings.

"It is no indictment of the system," he said. "It is no indictment of the industry, because I believe in the place this industry has in our government and in our future. But it is an indictment of the soporific attitude of too many in the business, and in the regulation of the industry as intended by Congress."

■ He ticked off recent recommendations for tightening the Communications Act: (1) Anti-payola legislation; (2) new FCC power to suspend licenses, instead of revoking them; (3) licensing the networks; (4) anti-plug laws; (5) outlawing pay-offs in contested tv cases; (6) hearings on new applications and renewals when needed; and (7) tougher transfer standards to curb trafficking in licenses.

"I challenge anyone to show me where there is any censorship," Rep. Harris snapped. "I challenge anyone to show me where, in these recommendations closing up some loopholes, strengthening the law and strengthening your own business, in my humble judgment, there is any threat to creative talent, programming or otherwise."

Then he turned to a speech which Chairman Doerfer delivered before a group of broadcasters here last week and quoted a section which said charges of widespread deception are a "canard." "Of course," he inserted parenthetically, "it just covered every NBC and CBS affiliate station in the U. S."

He continued by quoting an additional paragraph from the Doerfer speech which declared, "The American form of government admits that human frailties exist. Yet, all these shortcomings have been weighed against the greater and more paralyzing evil, and that is government paternalism, then bureaucracy, and ultimately the autocracy of a benevolent despot or irascible dictator."

■ These views by the chairman of the FCC, Rep. Harris said, "seem to me a concept of recognition of certain practices that cannot be condoned."

"Now this concept of the American way of life was recently expressed by another person," he continued. Then he quoted the testimony of a Boston disc jockey who had declared, with respect to payola: "As a matter of fact, this seems to be the American way of life, which is a wonderful way of life. It is primarily built on romance; I will do for you, what will you do for me?"

The Doerfer view and the disc jockey's view are parallel, Chairman Harris suggested: "If this is the acceptable concept of American business, if this is the acceptable concept of the American people, and if this is the acceptable concept of your responsibilities and your industry—which I cannot believe—how can we expect to maintain a high standard of morality in this country?"

■ When the affiliates were reassembled, CBS-TV President James T. Aubrey Jr., explained that Chairman Doerfer had asked to be heard and said Rep. Harris had been invited to stay.

Angry and flushed, the FCC chairman started his rebuttal by declaring that there had been a misinterpretation of the context in which his remarks were made.

He stressed the measures FCC was advocating to eliminate payola and other deceptive practices and quoted his personal endorsement of the anti-payola legislation proposed in the report of the Harris committee.

"What is there in this which indicates any callousness toward the idea that the American people should be protected from deceptions?" the FCC chairman demanded.

He said his criticism of the recommendations of the Harris committee were directed at measures which would cause "further clogging" of present FCC administrative procedures.

"It is perfectly obvious that I was talking about imposing more hearings on the commission with respect to the sales, transfer and assignments of stations or with respect to the evaluating of programs or program balance," he said.

Time and again the affiliates applauded as Chairman Doerfer reiterated his belief that government supervision of programming will lead to loss of the industry's freedom.

"I think it is a good thing that these conflicting views be dragged out and met in conflict, in debate, with controversial atmosphere, because we are dealing with some fundamental truths. This country is now coming to grips again with a challenge to that which made it a great country. You don't slip into dictatorship in one fell swoop."

For a comment on the Harris-Doerfer imbroglio, see "In Washington," Page 48. #

VINYL—*This is the first page of a four-page insert B. F. Goodrich Chemical Co., Cleveland, is running in March during the New York Toy Fair in the New York Times Magazine (with following three pages carrying consumer copy) and in trade publications (with consequent trade copy). A single page version will run in Business Week. Griswold-Eshleman, Cleveland, is the agency.*

Louis Resigns as Burnett VP; Will Be L.A. TV Consultant

NEW YORK, March 4—Paul A. Louis, program vp in New York for Leo Burnett Co. and veteran agency broadcast executive, will leave the agency April 1. He will open a television consultant company in Los Angeles.

Paul A. Louis

The agency, which will be Mr. Louis' first client, told ADVERTISING AGE that Mr. Louis has wanted to move to California and open his own business for some time. No successor has been named, the agency said.

Mr. Louis joined Burnett in 1957. The following year, he was shifted from Chicago to New York when he was named vp for network relations and programming (AA, April 28, '58). At the same time, William McElvain, who was network relations vp in New York, was moved to Chicago and promoted to vp in charge of the Burnett broadcast department.

■ Prior to joining Burnett, Mr. Louis was associated with D'Arcy Advertising for 16 years, the last eight as vp in charge of radio and television. While at D'Arcy, Mr. Louis was responsible for bringing Walt Disney into the first giant tv program, later to be known as a "spectacular." #

GE Switches Phonos From Maxon to Y&R

SYRACUSE, March 1—General Electric has shifted its portable and console phonograph billings from Maxon Inc. to Young & Rubicam, which handles GE's television receiver billings. Billings are estimated at $200,000.

Maxon will continue to handle advertising for GE radios and power tubes. #

2 U. S. Departments Ask New Tax Rules on 'Lobbying' Ads

(Continued from Page 3)

In releasing the Commerce Department and Treasury comments Rep. Wilbur Mills (D., Tenn.) said today that the committee still has not determined whether it will have time for this problem during the current session. Since it supervises the Internal Revenue Service, which enforces tax regulations, Treasury's support for legislation to modify existing restrictions on "lobbying" deductions was of particular importance.

■ Treasury's report said the problem of "monitoring" ads, in order to identify expenditures which should be disallowed, is so difficult that uniform enforcement of existing law can never be achieved.

It acknowledged that lobbying plays a useful role in modern government. However, if the right to deduct lobbying expense, including ads, is to be granted, it contended Congress might want to consider safeguards, including definitions of the type of expenditure which would be deductible, and the amount in relation to income or some other appropriate standard.

■ Several of the bills before the committee are identical. They are designed to nullify last year's Supreme Court decisions by specifying that any expenditure which would ordinarily qualify as a business deduction shall not be disqualified because it was incurred in opposing or advocating measures related to the business of the taxpayer which have been submitted for the consideration of the electorate.

The Treasury said these bills are too limited if the committee decides to consider a new approach on lobbying.

■ "Such an approach would leave unresolved some of the most difficult and pressing questions in the whole area of lobbying expenses," the Treasury letter argued. "It is not clear that there is greater justification for more liberal tax treatment of lobbying expenditures in the case of initiative and referendum procedures than in the case of other forms of expense incurred in persuading the public and the legislatures. All accomplish basically the same ends and should presumably be governed by similar rules."

■ Secretary Mueller registered his support for H.R. 7123, sponsored by Rep. Hale Boggs (D., La.), which provides that all lawful expenditures for legislative purposes should be allowed as deductions from gross income.

"It appears to be completely unrealistic," the secretary wrote, "to disallow under the statutory 'ordinary and necessary' test expenditures by a business enterprise whose very existence may be threatened by the passage of a proposed bill."

■ "It is our view that lawful expenditures by business enterprises to support or oppose legislation at all levels of government, when involving the interests of their particular businesses, should be deductible as ordinary and necessary expenses.

"The impact of government has become so pervasive that business men and the organizations which represent their interests often find it necessary to convey to legislative bodies and to the public their views regarding existing or proposed legislation. Freedom of expression is an essential element of a free economy." #

NAB to Relax Its Rules on Station Breaks

(Continued from Page 1)

for local station use) should consist of not more than two announcements. If two are scheduled, one is customarily the conventional sponsored or sustaining 10-second ID. The aggregate total of the two must not exceed 70 seconds. Station breaks shall not interrupt the preceding or following program."

■ Section 6 now states:

"More than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single program. Announcements scheduled between programs shall not interrupt a preceding or following program."

This will be revised slightly to read: "More than two back-to-back 'participation' announcements plus the conventional sponsored or sustaining 10-second station ID are not acceptable within the framework of a single program."

If accepted, this new wording will mean several things to several people. Section 3 bans triple spotting between programs, while Section 6 permits it within programs—as for example, the widely used minute, 10-second, minute coupling.

■ Together, Sections 3 and 6 are intended to discourage stations that shortchange their network customers by cutting deeply (and "illegally" under present time specifications) into programs to slip in two minutes plus an ID at break time.

For advertisers, the longer break periods may come as a mixed blessing. They may afford more of the much-sought-after minute spot availabilities, but they will take away a little time from the program sponsor in adjacent periods. For stations, the 70-second break means a good deal more potential spot revenue.

Though they have already introduced the longer station break periods in some instances, none of the networks is expected to be enthusiastic about having 70 seconds accepted as the industry break standard. A compromise may be proposed to limit the 70-second breaks to non-"A" times.

■ The other two changes relate to time limits for participation programs and to a new clause covering the time allotted to billboard opening and closing announcements for the sponsor. The new provision for billboards merely affirms the present industry practice that the "so-and-so presents" line at the start and finish of the show will not be subtracted from the amount of commercial time allotted to the advertiser. There is one proviso: Each must not exceed 10 seconds, as they now sometimes seem to do.

■ Up to six minutes of commercial time is now allowed within 30-minute announcement or participation programs. The revised limit is to be up to five minutes of commercials within this kind of show. This limit is already in effect on the Paar telecast.

These same proposed revisions were up for consideration at the December meeting of the tv code board. But at that session the time was taken up with passage of amendments dealing with deceptive commercials, plugs, payola, rigged quiz shows and news interviews. With attention focused on the industry's hottest problem areas, action on Sections 3, 4, 6 and the new Section 9 was postponed.

Pro-found Disagreement

Even
the Pros
of appliance*
promotion
don't agree
on

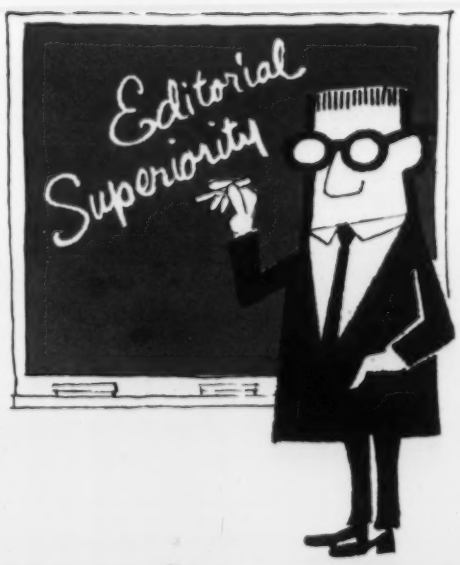
WHY

ELECTRICAL

MERCHANDISING WEEK

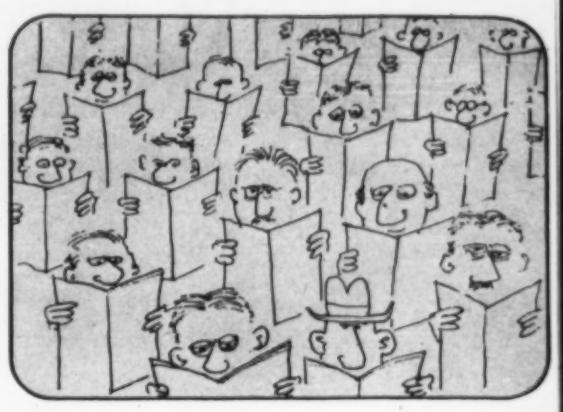
has become
the best
continuity buy
you
can make . . .
but *(fortunately)*
they agree
that
it has.

* *(and that means white goods, tv, hi-fi, stereo, electric housewares and a wonderful lot of related items)*



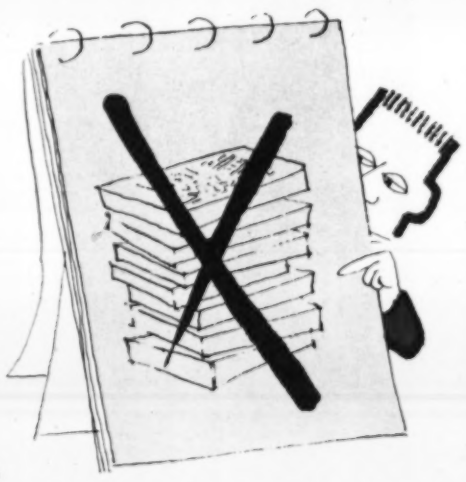
1.

Ideal every-Monday frequency Monday morning delivery you can count on, from coast to coast. 10-day closing fits even fast-breaking promotions. Week-long issue life abets message exposure, conserves budgets.



2.

More Dealers buy and read EM Week . . . than any other appliance publication. It's just *that* simple. 40,000-plus circulation, *100% paid,* provides perfectly proportioned coverage of this industry. No waste; all meat.

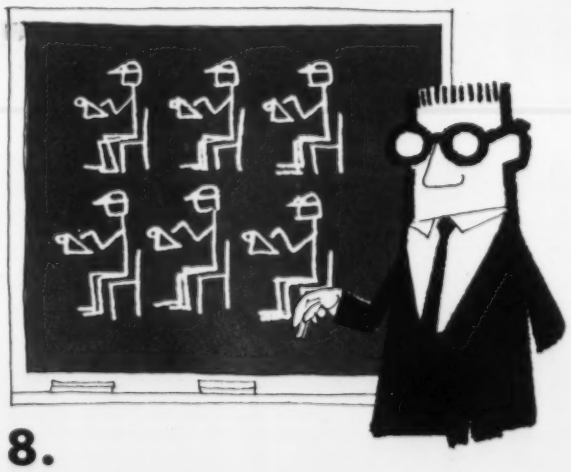


5.

Ends engraving expense, delay No need to allow budget-dollars, production-days, for platemaking. Advanced EM Week production lets you run from proofs, progs, or paste-ups. You buy more *exposure* with every dollar.

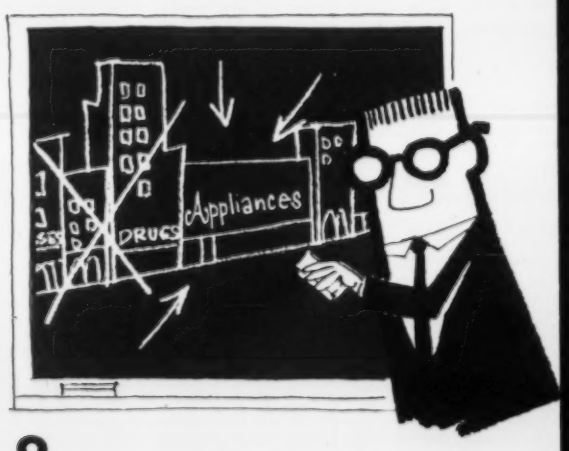
6.

Unique budget-stretching discounts You begin with a low base rate, start saving with a generous bulk rate. Continuity Discount can clip off another 15%; Impact Discount 12% more. Result? Far more coverage for fewer dollars.



8.

More editors than anybody . . . in this field, and more of the best. 21 full-time editors, backed by major-city bureaus and correspondents . . . giant Washington bureau . . . full-fledged Economics Department . . . world-wide offices.



9.

All focussed on this field Every word, on every page, in every issue is written for (*and read by*) people in this business only. No irrelevancies to wade through, no distracting sideshows. You're in focus, in EM Week.

3.

Products look their sales-making best . . . in EM Week. Crisply lithographed by high-speed, heat-set presses, on bright, white, opaque, coated stock. Fine-screen halftones reproduced handsomely, show all the best you have to offer.

4.

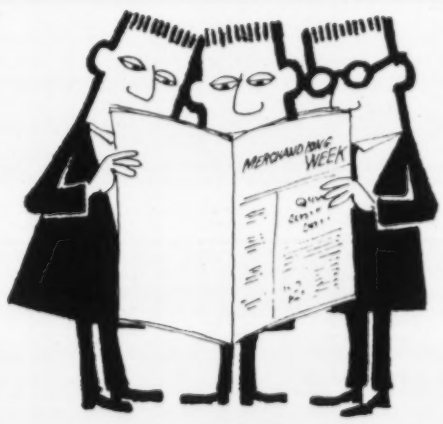
Spectacular full-color at lowest cost EM Week had the first full-fidelity, run-of-book full-color in the field – and at premiums which are downright frugal. Even better, color plates aren't needed – you're ready now.

7.

Low-cost merchandising opportunity Because of matchless production flexibility, EM Week will provide overruns, reprints, mailers *(you name it!)* – adapted from your ads – at costs you can't touch elsewhere.

10.

New EM Week editorial mix holds readers News, field reports, trends and what they mean (*researched for reader-interest by our Maggie Cook, first lady of appliance figures, and Louis Harris & Associates*) deliver a live audience for you.



10 CONTINUITY-COMPELLING
REASONS WHY
EVERY MONDAY
THE PROS READ

ELECTRICAL
MERCHANDISING WEEK

A McGraw-Hill Publication ABC ABP

The Editorial Viewpoint . . .

Competition Is Competitive

We'd like to take a couple of minutes out of a busy day to administer a figurative pat on the back to Jack Minor, Plymouth-De Soto-Valiant director of marketing, for his forthright talk about competition before the Sales Executives Club of New York.

Mr. Minor's thesis deserves repetition in the original phrasing:

"The most serious mistake advertisers can make today is to retreat to wishy-washy, namby-pamby, don't-offend-anybody advertising."

"We should bend over backwards to be ethical, but I'm convinced that frightened, frenzied self-censorship, plus an unnecessary atmosphere of repentance, can create a dangerous drift toward non-competitive, non-dramatic, non-memorable, non-selling advertising."

Advertisers should aid the FTC and other regulatory bodies in their efforts to clean up advertising's house, but that doesn't mean turning that house "into a poorhouse by being any less aggressive and less competitive than you have an honest right to be."

"The trouble is that a lot of well-meaning people are confusing competition with ethics . . . They've gone right on past the dividing line between advertising which is dishonest and misleading and advertising which is competitively honest."

To which we say a hearty amen. Advertising that doesn't offend anyone and never says anything but nice things about competition may take some prizes in ethics competitions, but it is not so likely to win sales competitions.

The notion that "competitive" is a dirty word is a strange distortion which has gained too much currency in a land which has grown rich and fat on *competitive* enterprise. Truth and simple decency ought to be the criteria, not some artificial attempt to avoid competitive references.

So go ahead and be competitive, Mr. Minor, as long as you're honest and decent about it.

(On another tack, Mr. Minor, would you mind explaining to us why your current radio commercials, telling a straightforward story about a test device to measure gas consumption, are voiced by a character who sounds most convincingly like a congenital idiot with a mouthful of unshelled oysters? Sure this idiot gets attention, but how many people do you know who are eager to follow the advice of an idiot?)

That Magazine Concept

A good many knowledgeable people in the broadcasting business still seem to think that the so-called magazine concept in broadcasting makes sense.

We are interested to note, for example, that Rod Erickson, onetime agency bigwig broadcast man who now has his own organization in the field, says the magazine concept is not only feasible, it's already here.

The extension of participation selling, he says, will be continued, with new advertisers being dropped into shows "vertically, horizontally, seasonally and in every other conceivable manner."

Under such circumstances, identification with a particular program disappears, almost as effectively as it does with unaffiliated spots.

If You Want People—

With further reference to our recent editorial on the problem of finding adequate satisfactory personnel to man the advertising ramparts, we've just seen a printed list of companies which have scheduled recruiting appointments with students at the Baruch School of Business of City College of New York.

The biggest accounting firms are on the list. So are the big insurance companies, the big retailers, IBM, Westvaco Paper, Owens Corning Glass, Lever Bros., Burroughs, etc. But only one advertising agency (Compton) and no advertising media.

If there is really such a shortage of good student material for advertising, and if agencies and others are interested in doing something about it, maybe they'd better get in the habit of using the recruiting facilities at colleges and universities.

Double-Torque

A friend of ours recently went through the ordeal of selecting a new agency, and the experience left him with a new impression: That advertising language has suddenly gone engineering. The plans he was shown were *structured* for his company; they were *positioned* against a competitive background; they took into account the *thrust* inherent in the *dynamics* of the situation, as well as the *stresses*. A suggested program would be *cantilevered* over the various areas to be covered; while the program wasn't detailed, it provided a *template*. At one time or another, his proposed plans had *drive*, *transmission* and *differential*. As a soft-goods account, he feels a long way from Detroit or the drawing board, and he awaits the future warily, slipstick in hand.

Gladys the beautiful receptionist

—Sandy Woodbridge, Bozell & Jacobs, Omaha.

"Are we up to date! Our space buying department has just added a vp in charge of 'Outer Media'."

What They're Saying . . .

Motivational Gospel

Motivation research has found a haven with people of limited creativity. It has all the necessary scientific trappings and great business appeal as well, but I would hate to think what it would do with the proverbial six blind men and the elephant. The fact is that motivation research, taken as a hypothesis development tool, can provide useful stimulation to truly creative people. Taken as literal gospel by the uninitiated it can ruin a business.

—A. Edward Miller, publisher, McCall's, at the Direct Mail Advertising Assn.'s 8th circulation workshop, New York.

Scandal Well Spent

If self-policing could be effected by the broadcasting industry to the end that the public henceforth is protected from chicanery, the quiz show scandals will have been cheap at the price.

—Earl E. Kintner, chairman, Federal Trade Commission, speaking at the annual luncheon of the Audit Bureau of Circulations.

Of Codfish and Hens

The codfish lays 10,000 eggs,
The homely hen lays one.
The codfish never cackles
To tell you what she's done.
And so we scorn the codfish,
While the humble hen we prize.
Which only goes to show you
That it pays to advertise.

—The January issue of The Ethical Advertiser, published by Donald F. Fitzsimmons Advertising, New York.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Wayne Stoops**. Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 346 Rue St. Honore, Paris 1.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

"Advertising is never more effective than the talents of the people who produce it," asserts Donahue & Coe.

Even without the guidance of the omniscient motivation researchers?

•

According to AA, McCann-Erickson is the largest agency in the U. S., while JWT is estimated still to be the world leader.

There might be another Camel-Pall Mall difference of opinion here.

•

The two major political parties are having a hassle over who gets the time on the tv networks election eve next November.

They evidently expect a lot of voters still to be straddling the fence even at that late hour.

•

"Montgomery Ward catalog to offer Wilson frozen meats," the headline says.

And maybe that will prove to be the hottest item in the mail order book.

•

Reports of the leading tobacco manufacturers show that 1959 produced record sales and earnings. Apparently, in spite of all these health warnings, smokers are still singing Eva Tanguay's old favorite, "I don't care."

•

Station WKZO reminds us that the oldest dividend-paying stock in the U.S. is that of the Pennsy, which has been rewarding shareholders since 1848.

When it comes to making money on the railroad, it seems the first hundred years aren't the hardest.

•

"It all depends on your hole card," says an ad of the *Forum*, which assumes, probably correctly, that admen and others have received an ample poker education from the brothers Bret and Bart Maverick.

•

So many people in and out of the grocery trade are taking those Kaiser foil commercials seriously that the company had better run an ad in the trade press saying, "Don't shoot, fellows—we were only kidding."

•

John Knight has warned newspaper publishers not to knock their local rivals so vigorously. They are well aware that too much rugged infighting has reduced sharply the number of those local rivalries.

•

Rolls-Royce gives *The New Yorker* a substantial share of the credit for its 50% sales increase in 1958, but doesn't say whether the customers came from the 90% income tax brackets or the new capital gains millionaires.

•

"No ordinary man will satisfy us," says a company looking for a creative advertising director. "He'll understand how to create a presold Mrs. Consumer."

And maybe he will start by demonstrating how he sold his wife.

COPY CUB.

in Delaware Valley's suburbs,

The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*

The suburbs account for 58% of the market's population. Here's the sales score:

	Percent of Total Market
Retail Sales	58%
Food Store Sales	61%
Automotive Sales	65%
Drug Store Sales	56%
Gasoline Station Sales	74%
Lumber & Building Supplies	75%
Furniture & Appliance Sales	56%

If you want to sell more where they're buying more—put your advertising in The Inquirer!

**Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.*

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER
for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

What is

Techniques Originated by Sindlinger Offer a Precise Definition

The basic reason an advertiser buys space is to reach *readers*

Major credit for the fact that advertisers and agencies today have an accurate *quantitative* measure of circulation is due to the Audit Bureau of Circulations. Every segment of the advertising business appreciates the ABC's accomplishments in providing the circulation data so valuable to advertisers making space-buying decisions.

But more and more, in addition to circulation figures, advertisers and agencies need and are demanding total audience data.

Now, significant independent data from Sindlinger & Co., Inc., Business Analysts, make it possible for an advertiser to learn more about the size and the characteristics of the audiences of the three newsweeklies.

Readership . . . A definition

There are degrees of magazine readership, ranging from the person who fleetingly glances at the magazine by chance to the person who absorbs every issue, cover to cover.

One who is only infrequently exposed to a magazine has a much lower chance of seeing the advertiser's message than has the frequent reader. The problem, then, is to develop a method of measuring a degree of readership which will screen out the infrequent "reader," providing a precise definition of effective audience size. Through the use of a series of ordered scale questions, Sindlinger & Co. achieves this objective. The questions are:

1. Have you ever heard of the magazine called _____? (If "YES")
2. When was the last time, if ever, that you read or saw a copy of _____ magazine? (If "WITHIN THE PAST YEAR")

a reader?

& Company, Inc., Business Analysts, of a Magazine Reader

3. Do you especially try to read ____ magazine whenever it is available? (If "YES")
4. About how often would you say that you actually read ____? (If "MORE THAN TWO OR THREE TIMES A YEAR")
5. Do you have any plans to read the next issue of ____? (If "YES")
6. Where will you get a copy of____?

To count as a reader, the respondent must qualify on all six questions, and must, in addition, have read the magazine within the past two weeks.

Sindlinger's sample . . . How large?

This Sindlinger report on "The Characteristics of Reading Audiences of Newsweek, Time and U. S. News & World Report" is based on 58,712 interviews, a larger sample than ever before employed in this kind of research.

Not a sponsored study, it was prepared on Sindlinger & Co.'s own initiative. It makes available, for the first time, from a single, independent source, uniform data for comparing newsweekly total audiences.

Here are some significant excerpts:

J. STEVENS STOCK, *noted authority on sampling technique and survey research, comments on Sindlinger methods:*

". . . there is no phenomenological cutting point that precisely defines who is a reader and who is not . . . readership is a matter of degree.

"Perhaps some theoretical model can some day be constructed which will give an absolute, functional definition . . . (but) this theoretical model has not yet been constructed.

"In the meantime it seems the proper scientific approach to audience measurement is by means of a scale such as used here, recognizing that readership varies along a continuum from no contact with a magazine to deep study of every page of every issue. The main point is that the scale satisfies three important scientific desiderata:

"1. It can be precisely described. Any other investigator can reproduce it exactly.

"2. It is objective, requiring no 'artistic' or 'skillful' expertness to interpret.

"3. It is uniformly applicable to the measurement of any magazine's audience, making inter-magazine comparisons quite valid."

Extract from J. Stevens Stock's 12-page Technical Appendix to the Sindlinger & Co. study, available to advertisers and agencies.

TOTAL READERS

NEWSWEEK	TIME	U. S. NEWS & World Report
6,962,000	8,144,000	4,585,000

READERS IN FAMILIES WITH INCOMES OF $10,000 AND OVER

NEWSWEEK	TIME	U. S. NEWS & World Report
966,000	1,153,000	685,000

READERS WHO ARE MANAGERS, PROPRIETORS, OFFICIALS, PROFESSIONAL, TECHNICAL, KINDRED

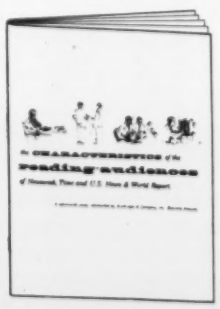
NEWSWEEK	TIME	U. S. NEWS & World Report
2,074,000	2,146,000	1,505,000

MALE READERS IN 25-54 AGE GROUP

NEWSWEEK	TIME	U. S. NEWS & World Report
3,455,000	3,567,000	2,248,000

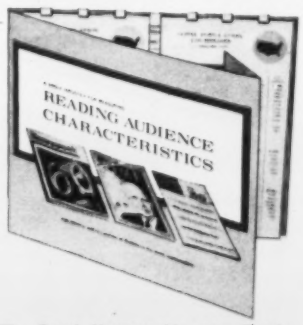
FOR THE COMPLETE SINDLINGER & CO. STUDY, WRITE, OR USE THIS COUPON

Research Director,
NEWSWEEK,
444 Madison Avenue,
New York 22, N. Y.



Check item desired:

☐ Send copy of "The Characteristics of Reading Audiences of Newsweek, Time and U.S. News & World Report."



☐ Send Newsweek's new Ready Reference Chart showing comparisons, costs per thousand, other useful information . . . based on Sindlinger data.

Name_____ Position_____

Firm_____

Address_____

City_____ Zone_____ State_____

Newsweek . . . The world-wide newsweekly for communicative people

DO YOU MAKE THESE COMMON MISTAKES

in getting hotel reservations? — Take minutes when just 4 seconds will do? Neglect to use Sheraton's Reservatron, the world's fastest reservation service? In short, do you phone any hotel other than the 54 clearly marked "Sheraton"? We offer a **fat free booklet** to the first 8,742 people who write, helping us test this ad. It's a stout 96 pages and gives the lowdown on Sheraton facilities in 39 cities. Address: Sheraton Corp., Ad Age Ad #4, 470 Atlantic Ave., Boston, Massachusetts.

Lebanon Names Burton

Lebanon of California, Los Angeles knitting mill, has appointed John Lee Burton Advertising, Beverly Hills, to direct a new advertising program based on the theme, "There's Leadership at Lebanon." Media plans include trade publications in the apparel and fashion fields.

NBC-TV Appoints Friendly

Edwin S. Friendly Jr., formerly general sales executive of NBC-TV, New York, has been appointed director, special program sales at the network. He replaced Richard L. Linkroum, who has been named director, special programs.

Mackall Joins Penn Dairies

Penn Dairies, Lancaster, Pa., has appointed William H. Mackall advertising and promotion manager of Pensupreme milk and ice cream. Mr. Mackall was formerly with Procter & Gamble Co., Cincinnati.

MORNING AFTER—*This is the first of a series of ads of the contract division of Simmons Co., Chicago. It will appear in the March issue of Institutions Magazine. Buchen Co., Chicago, is the agency.*

Simmons Uses Light Touch in Series of Business Paper Ads

CHICAGO, March 1—The first of a new series of humorous advertisements for the contract division of Simmons Co., mattress and furniture manufacturer, is being placed by the Buchen Co., Chicago, in the March issue of *Institutions*.

The same ad will appear in April in *American Motel, Hotel World Review* and *Tourist Court Journal*. Characters pictured in the series are used to point up a "problem" familiar to all hotel and motel operators and administrators of institutions.

The series was conceived by Walter Baers, Buchen vp and director of creative services, and Perring Smith, art director. Lee Ahlswede, vp, is the account executive. #

Cahners Appoints Gilbert

Cahners Publishing Co., Boston, has appointed Emanuel M. Gilbert to the new position of director of the group marketing plan, with responsibility for four national publications and for introducing new specialized quarterly magazines in other industrial fields. Mr. Gilbert was formerly public relations director at Brandeis University.

Barclay to Mohr & Eicoff

Barclay Engineering Corp., Chicago, has named Mohr & Eicoff, New York and Chicago, to handle its advertising. Barclay manufactures the Sprinkle Minder, an electronic instrument that measures needs of gardens and lawns for moisture and fertilizer. Sunday supplements and tv are planned for introduction of the Sprinkle Minder.

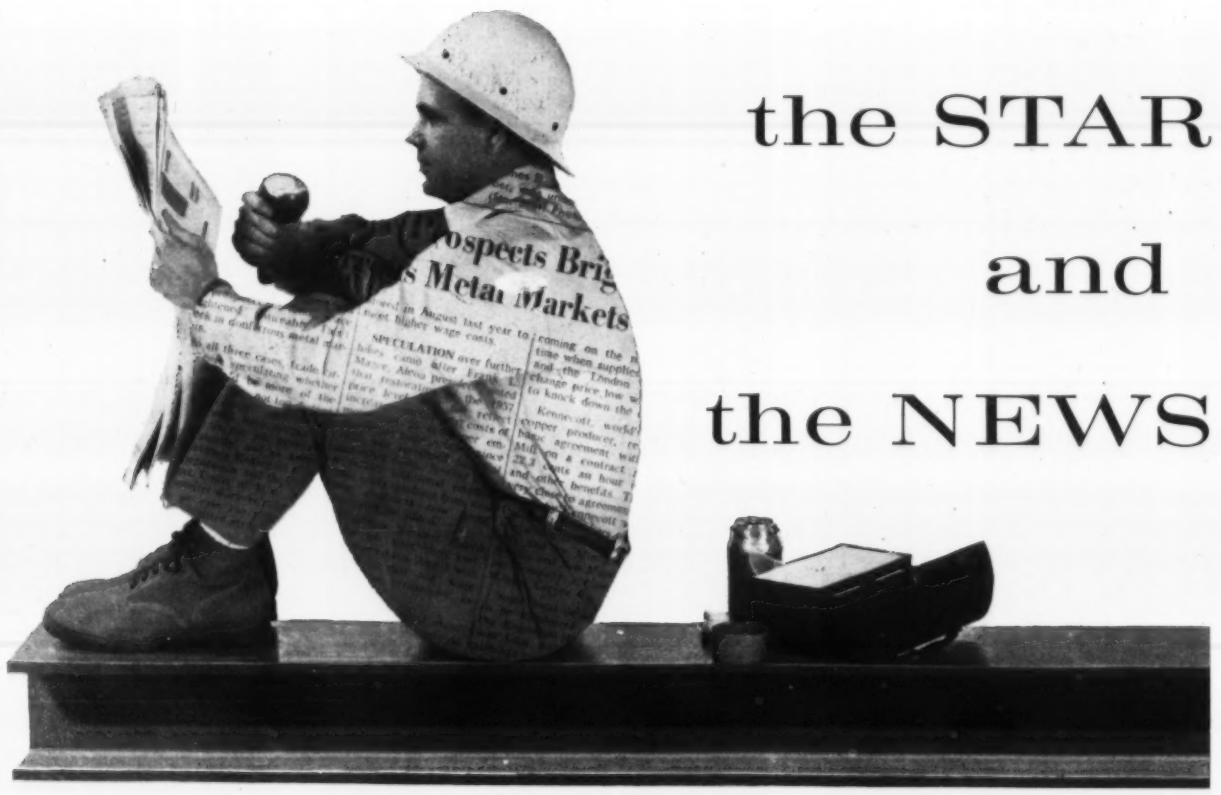
AMA Starts 13-Ad Campaign

The American Medical Assn. has launched the first three ads of a 13-ad series in *Editor & Publisher*. The page ads are "intended to acquaint newspaper men with the goals and services of the AMA, and brief them on issues before the medical profession." Fulton, Morrissey Co. is handling this campaign.

'Farm & Ranch' Names VPs

Farm & Ranch, Nashville, has named as vps Paul D. Seabrook, director of editorial and advertising relations; Robert E. Finn, eastern sales manager, and G. C. (Bill) Jones, southeastern sales manager. The publication also named Louise W. Brown promotion and merchandising manager.

You're in ...in Indiana with the STAR and the NEWS



To build solid distribution and sales in Central Indiana's $3.8 billion, 45-county market, use the saturation coverage of this morning and evening newspaper combination. Here's the practical way to get IN—in this rich market's stores and homes!

The Indianapolis Star
The Indianapolis News

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

JUST OUT!

NEW 1960 AYER DIRECTORY

101,000 NEW FACTS NOT IN 1959 EDITION

92nd edition just off the press. Better order now—last year's edition was sold out months before year-end.

1565 pages. Condensed, classified and cross-indexed for instant use. 700,000 "live" facts. 550 new publications.

No other single volume gives you, in easy fingertip form, so much detailed information about the newspapers and magazines in the United States and its possessions, Canada, Bermuda, Panama and the Philippine Islands. With half a dozen reference books spread out before you, you still wouldn't have it all.

21,500 publications—the most complete volume in the publishing field. Names, addresses, circulation figures, subscription rates, sizes, names of editors and publishers.

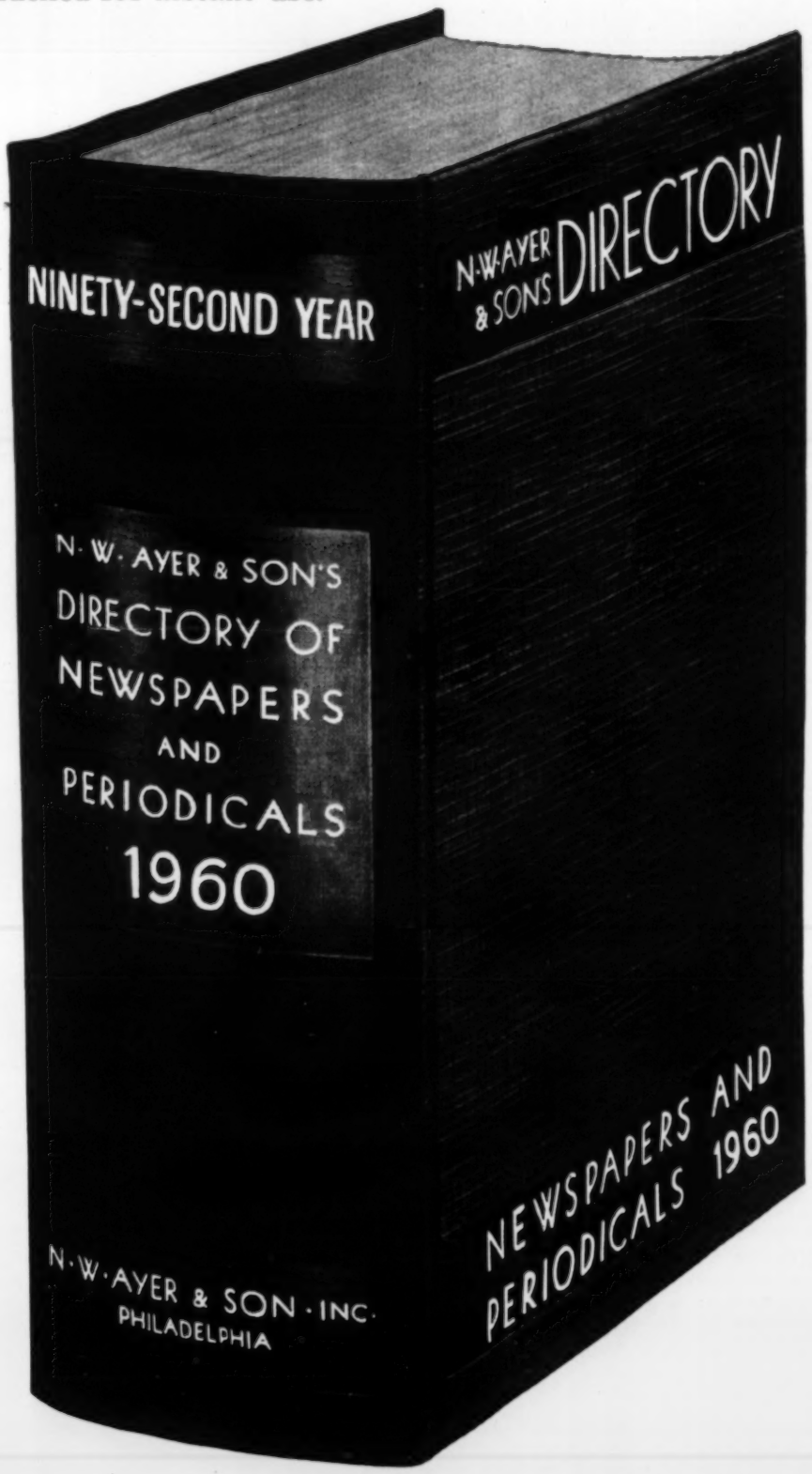
Weekly, semi-weekly and tri-weekly newspapers listed alphabetically by exact location—state, county, town, with population and circulation.

Special interest groups—publications that reach groups with special interests, hobbies, occupations, religions, etc., are listed according to these classifications.

Invaluable audience information—TV and radio set ownership, telephone installations, motor vehicle ownership, TV stations in cities, banking information, farm incomes, values, acreages, rail and air service, keyed railroad maps of every state, keyed airline map of the U. S. and Canada.

Reserve your copy now! This invaluable one-volume reference library saves you many hours of research. Published as a service to those who need extensive, accurate, reliable information on publications. $30 (postpaid within U. S.). Order from N. W. Ayer & Son, Inc., Dept. A, West Washington Square, Philadelphia 6, Pa.

A word of appreciation to those who ordered the 1959 Edition. Our sincere regrets to those whose orders came in too late to fill. Last year's edition was sold out earlier than usual despite the largest printing in history. Please order your 1960 copy as early as possible.



ENTHUSIASTIC USERS

Advertisers	Business Firms	Government Agencies
Advertising Agencies	Public Relations Counselors	Schools
Bankers	Publishers	Colleges and Universities
Brokers	Libraries	Market Analysts

Four Copywriters, Three Others Join Ayer in Chicago

Four copywriters have joined the Chicago office of N. W. Ayer & Son. They include Ed Traxler, formerly with Campbell-Ewald Co.; Jerry Baier, previously with Montgomery Ward & Co.; Carolee Cornelius, formerly with Carson Pirie Scott & Co., and Charles Bomar, previously with Henry C. Lytton & Co.

Joseph Gerbl, formerly with Ayer's San Francisco office, has moved to Chicago as an account executive. James Cooper, formerly with Knox Reeves Advertising, has joined Ayer's Chicago operation as a tv producer, and Sally Diekema, previously with Wilding Inc., joined the office as assistant tv producer.

Grant Named Ad, PR Head

U. S. Printing & Lithograph, Cincinnati, division of Diamond National Corp., has named Douglas C. Grant director of advertising and public relations. He started with the company's ad and public relations department in January, 1958.

Beery to Warren G. Davis

Rolland F. Beery, account supervisor, Cramer-Krasselt Co., Milwaukee, has been named to the new post of director of creative and client services of Warren G. Davis & Associates, Worcester, Mass.

Cognac Sales in U.S. Hit New High of 857,000 Gals. in '59

NEW YORK, March 1—With sales up 20%, 1959 was the best year for cognac brandy in the U. S. since Repeal.

Tax payments on cognac in 1959 were made on 857,000 gals., compared with 714,000 gals. in 1958.

Harry Lourie, exec vp of the National Assn. of Alcoholic Beverage Importers, which released the figures, forecasts a further increase in consumption in 1960.

The tax payment figure of 857,000 gals., Mr. Lourie said, represents 365,000 cases of cognac bottled in France. Importers estimated that more than 40,000 cases of bulk cognac, bottled in the U.S., also were sold in 1959, bringing the total to about 400,000 cases.

Importers bought $9,200,000 worth of cognac from producers in France in 1959. In 1952, U.S. importers bought $2,825,000 worth of cognac from the French. #

Electrical Living Show Signs Up Manufacturers

The Electrical Living Show, which will be presented Sept. 10-18 in the New York Coliseum, has signed up a number of manufacturers. They include all divisions of General Electric Co. including Hotpoint, New York Telephone Co., Consolidated Edison of New York, Gibson Refrigerator Co., Relaxacisor Inc., Trion Inc., Abar Mfg. Co., Hobart Mfg. Co., Ironrite Inc., Mystic-Lite Sales, Norris-Thermador Corp., Speed Queen division of McGraw-Edison Co., Radiant Queen and Ampere Industries.

Harold R. Meyer, producer of the show, is aiming for 200 companies. Slogan for the show is: "Try before you buy," meaning that every appliance exhibited will be demonstrated and the public will be able to try each one. For example, women will be invited to bring in the family laundry and try out the washing machines, dryers, irons, etc., on display. Educational programs, including demonstrations by home economics experts, are also planned. The show is being produced in cooperation with the *New York Daily News*.

Hosiery Sales Hit New High: Group Credits Promotion

1959 sales for women's full-length hosiery established an all-time high for the second straight year, according to the National Assn. of Hosiery Manufacturers. In 1959 sales were 63,427,000 dozen, compared with the previous all-time high of 60,844,916 dozen in 1958. The year 1959 also was 4,500,000 dozen above the average for the previous 10 years.

While no figures are available, the association also reports that the money turnover for the industry increased even more than the volume gain. The gains in the women's field were credited by the association to "better merchandising and promotion which makes the outlook for 1960 extremely good. Previous attempts to increase sales by radical price cuts failed entirely but current effort based on fashion and quality are increasing both volume and value."

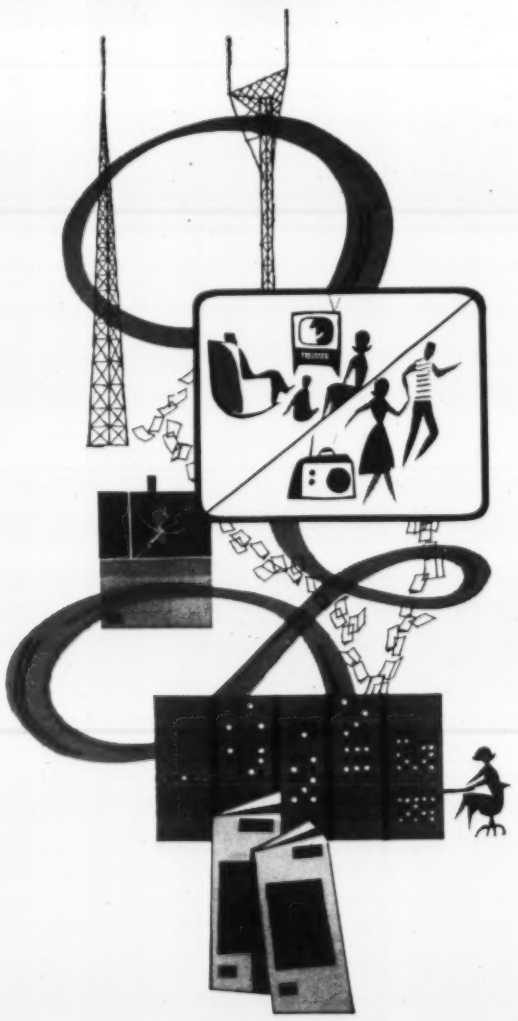
McGraw-Hill Shifts Two

Robert L. Barker and Earl S. Moore Jr., McGraw-Hill Publishing Co. district managers in New York, have joined the advertising sales staff of *Engineering News-Record*, a McGraw-Hill publication.

Seeman Joins Block Drug

Stanley H. Seeman, formerly with Wildroot Co., has joined Block Drug Co., Jersey City, N. J., as market research manager.

NSI because:



MORE ADEQUATE station audience facts . . . needed by buyers and sellers of radio and tv time . . . and pioneered by Nielsen Station Index:

- Station Totals as well as Central-Area ratings
- Listeners per home in terms of men, women, teens and children
- Season-to-season measurements of each market from two to 12 times a year
- Cumulative audience and frequency
- Compatibility between local and National Nielsens

MORE ACCURATE station audience facts . . . needed by buyers and sellers of radio and tv time . . . and again pioneered by Nielsen Station Index:

- High-quality sampling
- Nielsen-designed meter-based techniques
- Checks and controls at every step of data processing and report production
- Putting "product quality" first

UNEQUALED EXPERIENCE AND FACILITIES. The men responsible for NSI service are seasoned radio and tv executives with years of experience in agencies, networks, stations and with advertisers. These men are supported by the unequaled technical and human resources of the A. C. Nielsen Company. The result is NSI . . . a local audience research service of unique value to subscribers.

Write for the whole story. Ask for the NSI Kit. You will receive sample NSI Reports for radio and tv, a map detailing NSI coverage, and other helpful local audience information. You will then see why leading agencies, advertisers, and stations consider NSI a "must" for efficient time buying and selling.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0112

The everlasting importance of playing first fiddle

There are fashions and fads and trends in advertising. ℘ The advertiser who starts one, has something very much his own. ℘ But he who imitates sometimes reminds the buying public of the advertiser who did it in the first place! ℘ It is an *idea* which sells the product. ℘ An original, more than a copy. ℘ People *buy* ideas.

YOUNG & RUBICAM, Advertising

People looking for ideas

the

Better Homes and Gardens..

5,000,000 COPIES MONTHLY

look to family IDEA magazine

BH&G makes more sales because it gives people more buying ideas

There are lots of ways to get readers for a magazine. News. Fiction. Fashion. Better Homes and Gardens' way is to give people *ideas*. Page after page of ideas families can use to make their lives richer and happier wherever they're together—in their homes, in their backyards, even off on a vacation trip. Nearly sixteen million of America's top-income family members look to BH&G for ideas every month—men and women who can *afford* to buy. And when they read BH&G they're in the *mood* to buy. That's why BH&G is such an unusually potent sales improver for advertisers! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . where America shops for ideas that make sales

ANSWER-AMERICA

Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

Executive Office

ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.

RAndolph 6-2339

AFFILIATE ANSWER CANADA

Strathmore Promotes Two

Frederick S. Van Voorhis Jr., sales representative for the Central East sales territory of Strathmore Paper Co., West Springfield, Mass., has been appointed manager of advertising and sales promotion, succeeding Robert B. Clark Jr., who last year was advanced to the new post of manager of printing paper sales. John G. Gallup, formerly assistant to the manager of advertising and sales promotion, has been promoted to assistant manager of product development.

Sealy Appoints Mitchell

Sealy Inc., Chicago, national bedding manufacturer, has appointed Anthony Mitchell assistant to the advertising manager. He joined Sealy after four years as assistant ad manager of Hamilton-Cosco Inc., Columbus, Ind.

Sylvania Drive 'Guarantees' Flash Photo Successes

NEW YORK, March 1—Sylvania Electric Products Co. has launched a $500,000 print and broadcast campaign promising the consumer fault-free photography provided he uses the right flashbulbs and a guidebook offered by the company.

The broadcast phase of the campaign, which will run for eight weeks on NBC Radio, started Feb. 22 with an average of 42 commercial per week scheduled on the network's "News of the Hour" and "Monitor Sports."

Print advertising kicks off with a b&w page in the March 7 issue of *Life*. Ads headline the theme, "You'll never goof again" and offer a 32-page guidebook to better flash pictures free with purchase of one of Sylvania's Blue Dot or M-2 flashbulbs.

In addition to the page in *Life*, b&w pages are scheduled in *The Saturday Evening Post*, *Modern Photography*, *Popular Photography* and *U.S. Camera*. Pages also are scheduled in *Family Weekly*, *Parade* and *This Week Magazine*.

Kudner Agency handles the account. =

Allen & Hanburys Plans Unusual 3-Phase Promotion

Allen & Hanburys of England, manufacturer of Allenbury Pastilles, will conduct a three-phase campaign this year to sell the cough drops to New York theater goers. A series of ads featuring Sir Cedric Hardwicke will run during the spring in such publications as *The New Yorker*, *New York Times* and *Playbill*. Intercontinental Marketing Services is the agency.

A direct mail campaign features mailing of sample Allenburys packets to thousands of persons whose professions place a great strain on the voice. An enclosed postpaid card invites the recipient to send names and addresses of others he would like to see receive the complimentary sample. During March, young British women will distribute free samples of the products in front of every major Broadway show.

10 Elected to ABC

Four national advertisers, three agencies, two newspapers and an associate member have been elected to membership in the Audit Bureau of Circulations. The advertisers are Browning Arms Co., Ogden, Utah; Douglas Fir Plywood Assn., Tacoma; Jantzen Inc., Portland, Ore.; Kaiser Aluminum & Chemical Corp., Oakland, Cal. The agencies: Muter-Culiner-Frankfurter & Gould Ltd., Toronto; Paul-Phelan Advertising, Toronto; York, Rubin & Belport, New York. Newspapers: *Daily Union*, Junction City, Kan., and *New York Village Voice*. The associate member is Weekly Newspaper Representatives, New York.

KRON-TV Boosts Robertson

A. Richard Robertson has been appointed to the new post of manager of the promotion and merchandising departments at KRON-TV, San Francisco. He will assume complete charge of all activities involving sales promotion, merchandising, audience and program promotion and publicity.

SCI Names Lopata VP

Richard S. Lopata, Chicago regional director of Sales Communication Inc., has been appointed a vp of the SCI division of Communications Affiliates, the merchandising, sales communications, research and public relations division of McCann-Erickson.

The Houston Post gets the salutes for its circulation lead daily and Sunday!

The latest ABC Publisher's Statements show The Houston Post is Houston's largest newspaper daily and Sunday.

And these latest circulation figures make the media buyer's job much easier. Look at this arithmetic: The Houston Post delivers 13,618 more readers daily and nearly 2,000 more readers Sunday than the second Houston newspaper . . . and at the same line rate! The obvious buy for the Houston market is THE HOUSTON POST.

Planning a newspaper schedule for the Houston market? Remember THE HOUSTON POST is Houston's number one newspaper—your first buy.

The figures tell the story. Use the leader—advertise in THE POST.

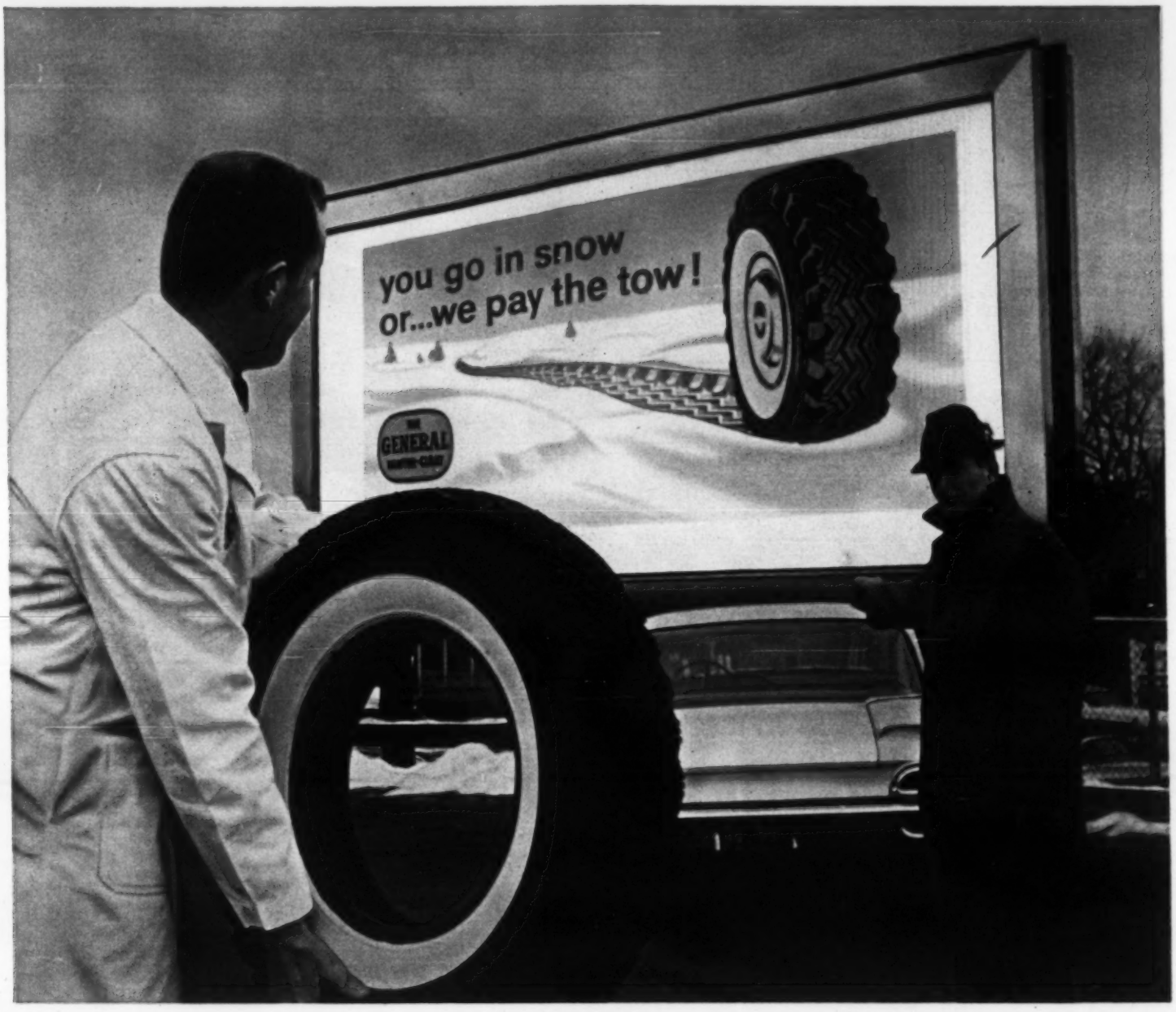
	DAILY*	SUNDAY*
The Houston Post	**209,066**	**218,509**
The Houston Chronicle	195,448	216,567
The Houston Press	101,398	

*ABC Publisher's Statement, September 30, 1959

THE HOUSTON POST Member ABC

Represented nationally by Moloney, Regan and Schmitt

6004



Cold weather means hot prospects ...with Outdoor!

Winter business is big business. Just about a quarter of all retail selling takes place during January, February, and March. For many products—snow tires, cold remedies, antifreeze, and others – winter is the *only* selling season.

Outdoor helps you make the most of the winter selling season by telling your story when prospects are outdoors . . . *buying*. Each week, during January, February, and March, more than 80% of all people in urban markets* are out driving and exposed to Outdoor Advertising . . . not just once, but over and over again.

This tremendous selling power, applied when people are outdoors and ready to buy, is why Outdoor can create more hot prospects for your product in cold weather—or any other time of the year.

*Ten years of age and over — Daniel Starch and Staff

OAI OUTDOOR ADVERTISING INCORPORATED

Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.

'EMOTIONAL' APPROACH—*This is one of the five-color inserts to be used in nine western metalworking and purchasing publications this year by Electric Steel Foundry Co., Portland, Ore.*

Steel Fabricator to Use 'Emotion Appeal' in 3-Media Campaign

PORTLAND, ORE., March 2—Electric Steel Foundry Co. will use five-color magazine inserts and an expanded outdoor schedule, plus direct mail, this year to promote the company as a volume supplier of stainless wrought products.

The company will use "an emotional approach" in its advertising.

"Probably the least imaginative field of advertising in the past has been industrial advertising," said Paul D. Fillinger, merchandising promotion manager of the company. "The traditional 'nuts and bolts' approach of letting the product 'sell itself' is gradually being replaced by ideas long used in consumer selling," he said. "As products become more similar, and some cases identical, the industrial advertiser must become increasingly aware of the other factors influencing the potential buyer."

Nine western metalworking and purchasing publications will carry the five-color inserts. More than 10,000 die-cut direct mail pieces, resembling the print ads, will be distributed every other month. And 30-sheet posters will be rotated in major cities in the West. Sales aids will receive the same art treatment as the ads.

Cole & Weber is the agency for Electric Steel Foundry. #

EEI Promotes Kitchen Carnival in March, April

Edison Electric Institute, New York, will sponsor Kitchen Carnival promotions in March and April, highlighted by "Live Better Electrically" ads in *Life* March 28 and April 11, and in *The Saturday Evening Post* March 5 and April 30. Electric utility companies which are members of EEI will use newspaper ads throughout the country.

A promotional kit for industry-wide participation includes newspaper ad ideas, radio scripts, point of purchase material and a reprint of an eight-page color trade ad which appeared in *Home Furnishings Daily* Jan. 29. Fuller & Smith & Ross, Cleveland, is the agency.

Scott Paper Co. Sales and Income Set Record

Scott Paper Co., Chester, Pa., chalked up a record year in 1959 with a total net income of $24,795,070—a gain of 12.1% over the preceding year. Net sales climbed to $297,159,550, for a rise of 4.3%. Sales of Scott trademarked paper products totaled $246,039,970, an increase of 6.3%, according to the annual report.

The report pointed out that in 1959—the 80th year in Scott's history—the company expanded its international operations with the formation of three new companies in Europe, South America and Australia.

Jungheim Joins Gaynor

Ralph P. Jungheim, formerly with Grant Advertising, has joined Gaynor & Ducas, Beverly Hills, Cal., as copy director of the West Coast office.

WTRF-TV STORY BOARD

SNOB APPEAL . . . Sign in a Dallas Car Wash: Foreign cars washed only in imported water.

Wheeling wtrf-TV

Travel is so speedy these days. Soon you'll be able to traverse the world in two hours. One hour around the world and the other hour to get to the airport.

Wheeling wtrf-TV

Retail sales for the Wheeling wtrf-TV market have soared to near the two-billion dollar level. Due to the influx of new industry, there are over 7,500 retail outlets here.

Wheeling wtrf-TV

Two account execs met in the elevator at the noon hour. "Joining us for lunch, Joe? asked one of them.

"Sorry," was the answer. "I'm on the wagon."

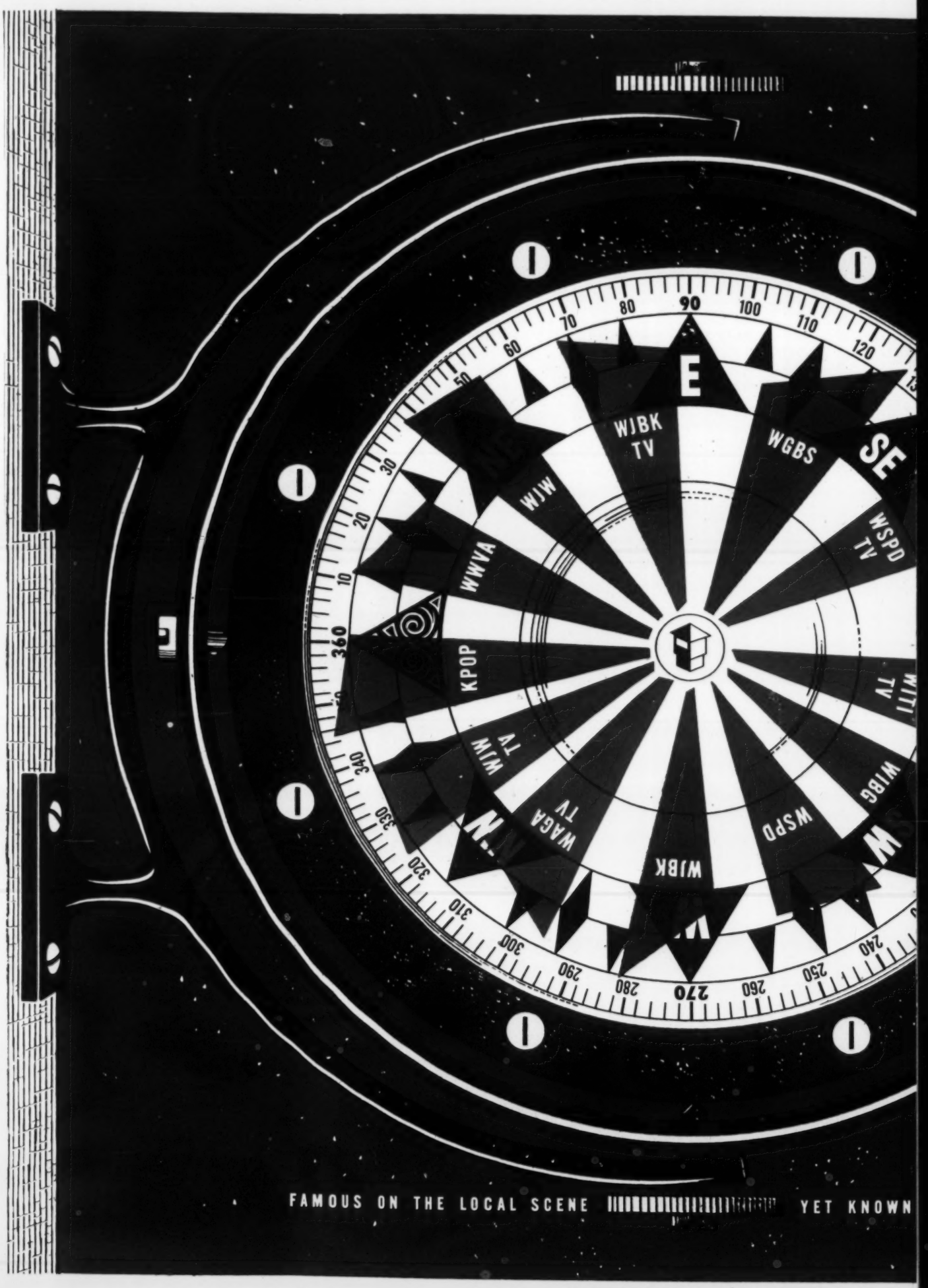
Wheeling wtrf-TV

Fellow just back from Cuba reports that the hotel business is so bad that management is stealing towels back from the guests. Thanks to Dick Tilton of Harrisburg for his prediction that a perfume 'for the rebellious type' will be named Fidel Castro!

Wheeling wtrf-TV

The Wheeling wtrf-Television Market is made up of 36 booming counties . . . nearly two million people with an annual spendable income over 2½ billion dollars. Ask Hollingbery for more.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA



Risk Joins D'Arcy

Leland E. Risk has joined the Los Angeles office of D'Arcy Advertising Co. as an account executive on Butter-Nut coffee. He formerly was a vp and account executive for Charles A. Mottl Inc., Beverly Hills, Cal. D'Arcy also has been named to handle advertising for KHJ-TV, Los Angeles. The station's program concept of movies, news and sports will be promoted in a saturation drive.

Frigidaire to Shun Product Stress; Asks Human Centered Sell

DAYTON, March 1—Frigidaire division of General Motors, apparently fed up with "de-personalized, product-centered selling," is planning a massive new training program designed to emphasize the "human-centered" approach to selling.

The company said that special "human-centered selling schools" will be conducted over the next few months in Frigidaire's 35 U.S. sales districts.

Aim of the program, the company said, is to acquaint salesmen with the idea that "basically, human-centered selling concerns the salesman's ability to sell according to the motives and needs of people, to translate product knowledge into human terms readily understood and accepted by the prospective customer. It is the opposite of de-personalized, product-centered selling." #

Galvin-Farris-Allvine Names Ross, Wattson, Henderson

Galvin-Farris-Allvine, Kansas City, has appointed Wayne H. Ross a vp. Mr. Ross was formerly a vp at Carl Lawson Advertising Co. At the same time Gordon W. Wattson and Mrs. Shelby Henderson have joined the agency as copywriters. Mr. Wattson was formerly a principal in Wattson-Maddox Associates. Mrs. Henderson was formerly with Carl Lawson Advertising Co.

Dow Corning Names Goodis

Dow Corning Silicones Ltd., Toronto, has named Goodis, Goldberg, Dair Ltd., Toronto and Montreal, to handle a special promotion for Shoe Saver and Suede Saver. The campaign is planned for streetcars and buses in Montreal, Ottawa, Toronto, Winnipeg and Vancouver, and will be supplemented by a continuing promotion in *Chatelaine*.

Masny Joins Ekco Products

Myron M. (Mike) Masny has joined Ekco Products Co., Chicago, as a product coordinator in the merchandising department of its housewares division. Mr. Masny was formerly with Continental Products.

YOU KNOW WHERE YOU'RE GOING with STORER

—THE STATIONS THAT ACCENT THE SELL

Steer your sales to steady increases with a name that is known for results. Storer stations give you maximum audience sales impact in the nation's important markets. For example, in Miami, Storer Radio WGBS covers all South Florida with 50,000 watts, CBS programming, and top local personalities. In Milwaukee, Storer Television WITI-TV provides one of America's most prosperous markets with CBS programs and the largest library of film features of any station in the area. With Storer stations, you know where your sales are going. With Storer . . . they're going up!

THROUGHOUT THE NATION STORER BROADCASTING COMPANY

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV

CLEVELAND
WJW-TV

TOLEDO
WSPD-TV

ATLANTA
WAGA-TV

MILWAUKEE
WITI-TV

RADIO

PHILADELPHIA
WIBG

DETROIT
WJBK

CLEVELAND
WJW

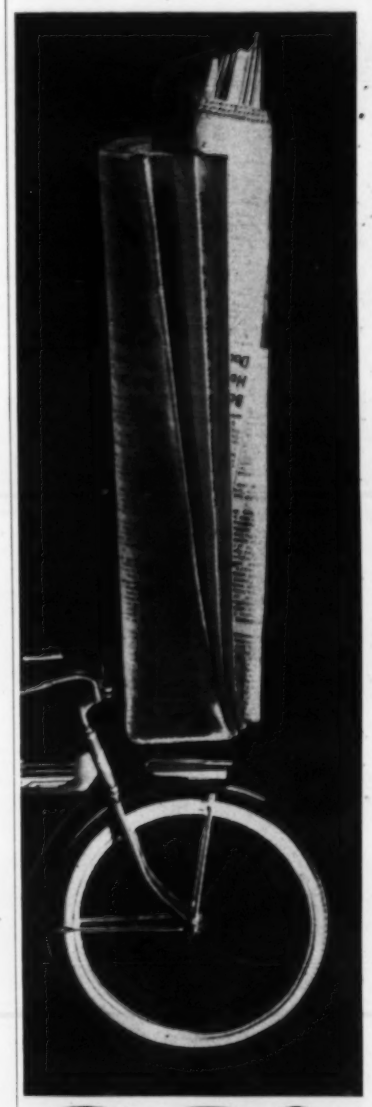
WHEELING
WWVA

TOLEDO
WSPD

MIAMI
WGBS

LOS ANGELES
KPOP

NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22
PLaza 1-3940
230 N. Michigan Ave., Chicago
FRanklin 2-6498



83%
HOME DELIVERED

. . . and wheeled to the doorsteps of your best potential customers— loyal metropolitan-area readers of The Detroit Times who are influenced daily by its advertising messages. And a resounding 234,333 Detroiters in the metropolitan area alone read the Times exclusively (130,889 more than Detroit's morning paper). Be assured . . . the Times will deliver enviable sales results.

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

If you have something to sell America, you have something to say in these 7 of the top 10 U.S. markets. The place to say it is on the CBS Owned Radio Stations, because C-O Radio is different: different in each city, different from all other radio today. These stations are still in show business, and it shows! Look at some of the listed highlights (only a partial listing) of locally produced programs, and you'll see what we mean. This is broadcasting for active listeners—not for the fringe consciousness of people with their minds on other matters. And added to it, is the unique strength of the CBS Radio Network, with its schedule of great personalities, drama, comedy, complete news coverage and analysis, public affairs and special events. This is responsible broadcasting. It gets a responsive audience. And that means response to your advertising, too!

CBS OWNED RADIO STATIONS **C-O**
Represented by CBS Radio Spot Sales

Program Highlights

KCBS
San Francisco

"Viewpoint," an idea forum, broadcasting phone calls from anyone; "Owen Spann," comedy, variety; "The Bay Today," interview study of the area's big story of the day; "Radio Moscow," airs and analyzes the Soviet view; special series, such as the Los Angeles-Honolulu Yacht Race; full local coverage of the Winter Olympics.

Program Highlights

KNX
Los Angeles

"Opinion Please," a modern town meeting where anyone can talk on a broadcast open phone line; "The Bob Crane Show," a zany comedy turn; "Point of Law," digests of actual court cases; "This Is Los Angeles," provocative interviews with interesting Angelenos; specials such as "Blackboard Dilemma," "The Changing Face of Hollywood," and "Image of America."

Program Highlights

WBBM

Chicago

"Music Wagon," "The Connie Mitchell Show," "Supper Club," "The Gold Coast Show," "Merrily We Go," "The Josh Brady Show," "The Little Show," all live music and variety productions; "The Tony Weitzel Show," celebrity interviews; "The Art Mercier Show," tips on hunting and fishing; "Jone & Josh," a lively woman's page of the air.

Program Highlights

WCBS

New York

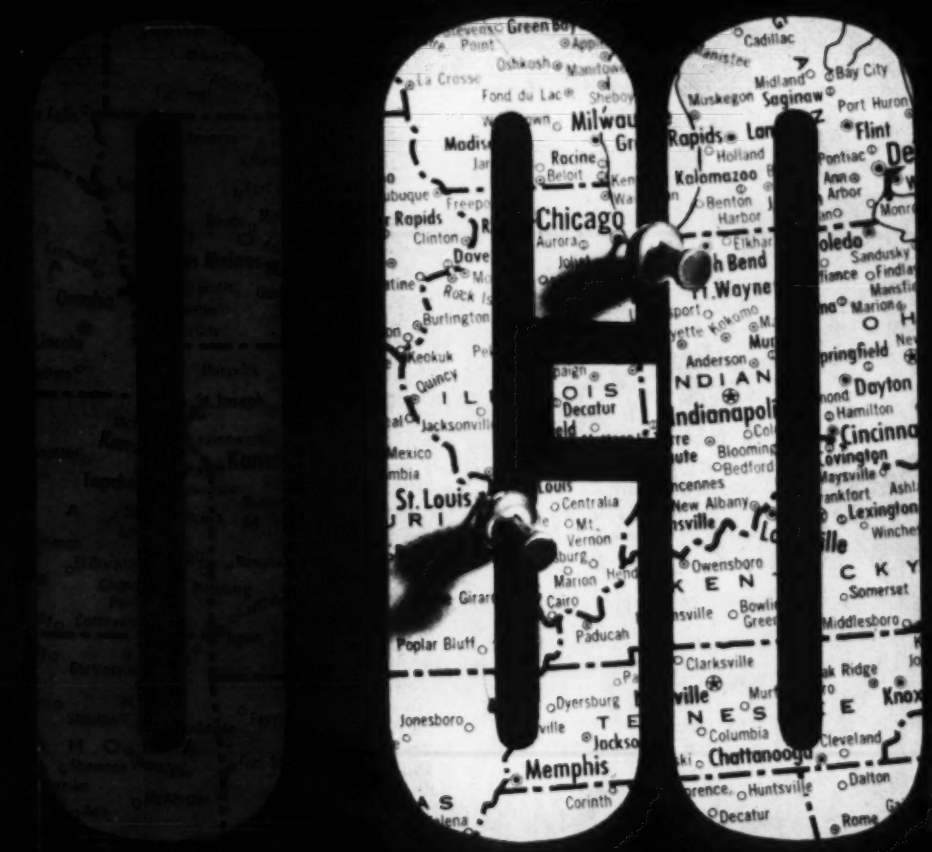
"The Jack Sterling Show," "The Martha Wright Show," "The Lanny Ross Show," all offer live music and variety; "Backgrounds of Literature" and "Backgrounds of Music" stimulate and educate; "Three Guesses," an audience-participation musical game; "Freeman & Hayes," comedy, live music, records.

Program Highlights

WEEI

Boston

"Showcase," Priscilla Fortescue reports on her globe-trotting, celebrity-meeting life; "Lady of the Bookshelf" dramatizes favorite children's books; "Carl Moore Remembers," live music from a Boston "landmark"; "Calder and Johnson," offbeat comedy & music; Career Centers, useful, needed advice for the teenager.



Program Highlights

KMOX

St. Louis

"Strictly Editorial," "Science Editor," "The Spelling Bee," "State of the Law," "Successful Money Management," all speak for themselves. "The Laurent Torno Show," an outstanding musician and conductor plays, discusses, interprets good music; "Words and Music," poetry readings; the station that originated Conelrad weather alert.

Program Highlights

WCAU

Philadelphia

"The Ralph Collier Show," talks with celebrities and other interesting people; "University Round Table," stimulating discussion; "Career Forum," vocational guidance for High School students; "The Books of Man," under the auspices of the University of Pennsylvania; "The Governments of Man," under the auspices of Temple University.

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for his Originality

In back of the giant strides in science being made today are men such as Charles H. Townes and Nicolaas Bloembergen who bring to their work great curiosity and keen minds. IRE is proud to honor Mr. Townes, Professor of Physics, Columbia University, and Mr. Bloembergen, Gordon McKay, Professor of Applied Physics, Harvard University, as joint winners of the *Morris Liebmann Memorial Prize* for "important, fundamental and original contributions to the maser"

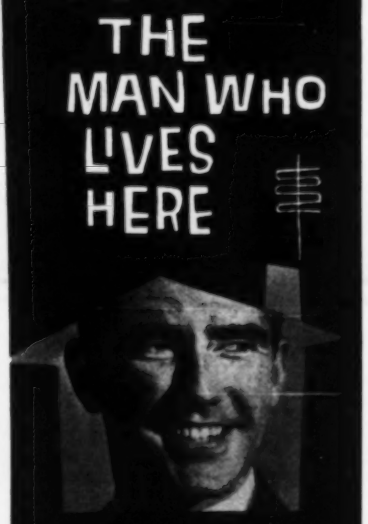
And behind the cold statistics of the 61,957 (ABC) circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

ASK THE MAN WHO LIVES HERE



A genuine and active interest in serving its audience, its industry and its clients has made Portland, Oregon's KOIN-TV one of the nation's truly influential advertising media.

Extra performance in community service, such as the programming of hard-hitting station-filmed documentaries on such controversial local problems as air pollution and sanitation, has helped to earn the friendly confidence of its audience . . . confidence which brings response and results for KOIN-TV advertisers. Backed by the combination of widest area coverage* and highest audience ratings, this makes KOIN-TV one of the nations' outstanding advertising media.

. . . ask anyone who lives here!

KOIN-TV
PORTLAND CHANNEL 6

One of the Nation's Great **Influence** *Stations, Represented Nationally by CBS-TV Spot Sales*

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen—NCS No. 3).

Getting Personal

Harry Bannister, NBC's vp in charge of station relations, returns to his job April 1, after an extended vacation following major surgery . . . Phyllis Thaxter, actress-wife of **James T. Aubrey Jr.,** president of CBS-TV Network, played the role of Nicole, one of the leads in "Cruel Day," presented on CBS-TV's "Playhouse 90" Feb. 24 . . .

Madison Ave. goes Dixie: The Seven Lemons on the Rocks, a seven-man combo made up of advertising execs, will move into the Roundtable, New York nightclub, March 28 for a week's engagement. The members: **John De Benham,** cornet and leader, exec tv producer of Doherty, Clifford, Steers & Shenfield; **Bill Demarest,** clarinet, tv producer for N. W. Ayer; **Harry Landon,** guitar, vp, Olmstead Sound Studios; **Joe Sperry,** drums, producer for Robert Lawrence commercial films; **James Gribbons,** freelance artist, bass; and **Jack Keller,** piano, and **Paul Mamorsky,** trombone, both independent jingle producers. All are ex-professional musicians, but this, their first pro appearance for a long time, "will be played strictly for gags" . . . Another ad musician, **Marie Janice,** casting director of Cunningham & Walsh and a pops singer after hours, appeared as featured soloist in the Living Room, New York niterie, the last two Sundays in February . . .

HOSPITAL GALLERY—*Bob Rice, account exec at Bert S. Gittins Advertising, Milwaukee, convalescing from a coronary, decided to turn his hospital room into a gallery filled with sketches he did of 18 nurses at Deaconess hospital. The enterprising adman launched another project during his hospital stay, THAG (Temporary Hospitalized Advertising Guys). In AA Jan. 18 Voice of the Advertiser he announced his new club, which now boasts several members in the U. S. and Canada.*

A June wedding: Mary Bidelman and **Charles M. Meredith 3rd.** He's ad manager of the *Quakertown Free Press Publication* of which his father is owner and publisher . . . **Burt Lambert,** sales manager and vp for WOR-TV, played father of the bride Feb. 14. His daughter Cynthia was married to Charles Haimowitz . . . An October wedding for Nancy Brandes Corbin and **Ronald William Colby** of Ted Bates & Co. . . . A May wedding for **Mary Elizabeth Hanley,** shopping editor of *Holiday,* and **Paul J. Douglass** of McCann-Erickson, New York . . . In September **Loretta H. Toomey,** of C. J. LaRoche & Co., New York, will tie the knot with Richard Butler Devane . . .

From the Bahamas comes news that **Etienne Dupuch,** publisher of the *Nassau Daily Tribune,* has been appointed one of the new members of the Bahamas Legislative Council. Mr. Dupuch is noted for his campaigns against racial discrimination . . . **Robert F. Kendall,** vp of Gotham-Vladimir Advertising, New York, is a member of the five-man trade mission which the U. S. is sending to the Philippines for the first time in March . . . This is his second such trip: In 1957 he went with a similar group to Germany . . . **Charles Revson,** president of Revlon Inc., has been appointed one of five general chairmen of the 1960 campaign of the United Jewish Appeal of Greater New York . . .

The Advertising Club of Boston has awarded the James Thomas Chirurg Fellowship for one year's study at the Harvard Business School to William Joseph McCormick, who graduated last year from Holy Cross College . . .

The University of Buffalo has conferred its highest honor, the chancellor's medal, on **Alex F. Osborn,** one of the founders of BBDO, dubbing him "great public servant, philanthropist, civic patriot, international catalyst of creativity, Mister Idea himself." His textbook, "Applied Imagination," is now in its 11th printing, having sold more than 90,000 copies. It has been translated into five foreign languages; all royalties go to the Creative Education Foundation of Buffalo which Mr. Osborn founded . . .

Gilbert McGloin, who handles the St. Regis Paper account for Cunningham & Walsh, has received a silver medallion award for his 25 years of service with the agency . . .

Surprise—you'll find plenty of it in LIFE—18,950,000 homes do every week. This week, there's:

A surprising array –a dancing troupe of luminous pink elephants; beatnik politicos campaigning in Texas; eighty-two men with the same face.

A surprising development in medical practice. LIFE this week tells how hypnotism comes of age in the treatment of emotional troubles.

But LIFE is no surprise when it comes to advertisers. It works so well, that for the last 17 years in a row, advertisers have invested more money in LIFE than in any other magazine—helping to make "Advertised-in-LIFE" the most significant media symbol in selling today.

SURPRISE IS A FACT OF ADVERTISED IN **LIFE**

Wurlitzer Ads to Promote Side Man, Electronic Combo

CHICAGO, March 1—Wurlitzer Co. is about to introduce a new musical instrument which enables the home pianist to sound like a professional combo. A network tv campaign will begin in April.

Called the Side Man, it's an electronic device which produces rhythm backgrounds for practically any beat—be it waltz, cha cha, fox trot (72 variations), bolero, etc. It produces the sounds of ten percussive instruments—cymbals, tom toms, maracas, bass drum, etc.—and all the musician has to do is set a dial.

Wurlitzer is demonstrating it as an auxiliary piece for its organs and pianos, but points out it can be played with almost any instrument. It is like an end table in size and looks like the speaker cabinet of a hi fi set. Oscillating tubes produce the various sounds; and since no tapes or recordings are involved, the rhythm patterns can be produced at any speed, in any key, for any length of time.

■ Advertising will be concentrated on network tv, since the instrument requires demonstration to be fully comprehended, according to Margaret Ostrom, ad manager. Beginning late in April and continuing through May, the introductory campaign will run on "Today" and the "Jack Paar Show" (both NBC-TV). It will be repeated in July and August on the same shows and resumed again in October for a heavy Christmas promotion.

The company anticipates that the instrument, priced at $395, will have great appeal not only for home musicians but for professionals as well. Dancing schools, school groups, nightclub performers and the like are expected to be customers.

Advertising to the music trade will run in *Musical Merchandise Review*, *Music Trades* and *Piano Trades*.

Clinton E. Frank Inc., Chicago, is the agency. #

Franklin Joins Penn Dairies

Harold L. Franklin, formerly director of market research of Seabrook Farms, Seabrook, N. J., has joined Penn Dairies, Lancaster, Pa., as director of market research.

Hat Advertising Increased

Expanded national advertising campaigns are scheduled this fall for the three major divisions of Hat Corp. of America, New York. Four-color magazine ads will be used to stress specific promotions, plus major dealer advertising, point of sale material and window display promotions. On the schedule are *Esquire*, *Gentlemen's Quarterly*, *Holiday*, *Sports Illustrated* and *The New Yorker*. Grey Advertising, New York, is the agency for the Knox, Dobbs and Cavanagh divisions of Hat Corp.

Britannica to Grant, Schwenck

Encyclopaedia Britannica, Chicago, has appointed Grant, Schwenck & Baker, Chicago, to handle its direct mail advertising. Britannica previously placed its direct mail advertising direct. The account bills $2,500,000. In January, Britannica named McCann-Erickson to handle the other portion of its account, replacing Dancer-Fitzgerald-Sample.

Sackheim-Bruck Adds Two

Maxwell Sackheim-Franklin Bruck, New York, has been appointed to handle advertising for Merit Enterprises, New York, maker of the Lady Vanity hair dryer, and for North American Accident Insurance Co., Newark. Merit previously did not have an agency; North American formerly was at Parkson Advertising and has been with Mr. Bruck for many years.

Katz, Jacobs Adds Two

Katz, Jacobs, New York, has been named to handle advertising for Artolier Corp., New York, and Sheldon Metal Products, Fall River, Mass. Mark Simeon & Renard, New York, formerly handled Artolier.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

How two well-known products scored significant sales gains with just one magazine

When Nabisco Shredded Wheat returned to print advertising, using only Reader's Digest, it showed its best first-quarter sales in years. Then Nabisco 100% Bran began to use the Digest, too . . . and its sales rose 37%!

The late Henry D. Perky, inventor of the nation's first ready-to-eat breakfast food, harnessed the greatest power he could find in 1901 to promote Shredded Wheat. He built a bakery at Niagara Falls, opened a "Food Conservatory" and attracted a thousand tourists a day to his model cafeteria to sample his product. Through advertising, he made his cereal as familiar to Americans as the famous Falls pictured on each package.

Searching for new methods

Today, like managements everywhere, the business heirs of Henry Perky constantly search for new, more effective ways to sell their products. The method recently used by National Biscuit Company, which bought Shredded Wheat in 1929, may suggest how other businesses can solve similar problems. How can you rekindle housewives' enthusiasm for a long-established product? How can you get new millions to try your brand? How can you cope with rising competitors, each with its own strong appeal to share in the American family's purchases?

In 1958 National Biscuit, one of the most successful, experienced marketers of food products, returned to print advertising to sell Nabisco Shredded Wheat. It chose only one magazine—Reader's Digest, bought each month by 12,000,000 families and read by 35,000,000 people. For Nabisco, the Digest proved comparable in power to what Henry Perky had found 57 years earlier at Niagara.

Sales rise at once

The advertisements in the Digest were written "up" to the readers' intelligence, gave interesting, useful information with believable logic. One explained that Nabisco Shredded Wheat could be eaten either by those who wished to gain or lose weight, depending on what was served with it. The first advertisement appeared in the February, 1958, issue. Nabisco's Special Products Division reported these results:

> "Sales responded immediately, showing renewed vigor and the best first quarter we had in years. Overall, the results of this first Digest campaign were acclaimed all along the line and led to our signing up for 6 more ads in 1959. By April, 1959, sales were 11% ahead of the preceding year."

This success led to a coupon offer in the Digest for another National Biscuit product, 100% Bran. Results:

> "Within three weeks grocers were besieged by shoppers carrying the Nabisco 100% Bran coupon. This kept up for nearly six months. The final total of coupons redeemed through local stores and supermarkets exceeded 600,000. *Sales rose 37%.*"

As many companies are discovering, you reach the best part of America in Reader's Digest—intelligent, prosperous families whose enthusiasm for a product can insure its success. And you can do it economically.

Quick facts for busy executives

Reader's Digest offers these *exclusive* benefits:

1 ***The largest proven audience of readers.*** It is larger than any other magazine, larger than any newspaper or newspaper supplement. More people read the Digest than look at the average nighttime network television program.

Film Producers Names Blair

Lee Blair, treasurer of TV Graphics and president of Film Graphics, New York, was elected president of the Film Producers Assn. of New York, succeeding Nathan Zucker of Dynamic Films. Other new officers are William Van Praag, Van Praag Productions, exec vp; Robert Lawrence, Robert Lawrence Productions, 1st vp; Robert Crane, Color Service Co., 2nd vp; Albert Hecht, Bill Sturm Studios, secretary, and Edward Lamm, Pathescope Co. of America, treasurer.

RCA Division Names Three

The semiconductor and materials division of Radio Corp. of America has announced three new appointments in its marketing department. Erwin B. May, formerly manager of promotion, has been named manager, advertising and sales promotion; Frank F. Neuner, formerly responsible for product planning, has been named manager, product distribution and control, and Irving H. Von Zelowitz, formerly manager, sales coordination, has become manager, semiconductor planning.

Nufizz, Knox Plans TV Spots

Charles W. Hoyt Co., New York, is preparing spot tv schedules for Drinks Inc., and Charles B. Knox Gelatine Co. Drinks will be running live participations in children's shows in about 15 markets in the northeastern states for Nufizz instant soft drinks, starting in April. Knox will begin a six-week campaign March 21 in about 12 markets. It will run approximately 12 spots per week per market, consisting of 10 and 20-seconds and minutes.

McCann Names Two on Coast

Jerry Parrick, formerly an account executive with Batten, Barton, Durstine & Osborn, San Francisco, has joined the Los Angeles office of McCann-Erickson as account executive for the Southern California Gas Co. and Southern Counties Gas Co. McCann-Erickson also has named Chuck Matheny, formerly copy chief of Virgil & Warren Advertising, Spokane, to its San Francisco copy staff.

Creative Services Adds 8

Creative Services, Berea, O., has added eight accounts: Sun Industries, Sherwood Dairy Products and E. P. Roe Stores, all of Cleveland; and Loren Cook Co., Bob Schmitt Homes, Merrick Chevrolet, Al T. Taft Real Estate and Co-Moor Colony, all of Berea.

Isodine Names Allen Shupin

Allen Shupin, formerly art director of Norman Graber Associates, has been named art director of Isodine Pharmacal Corp., New York.

2 ***The largest quality audience that can be found.*** More people with greater spending power read the Digest than any other magazine. And the higher the income group, the greater the Digest's share of the audience.

3 ***Discrimination in the advertising accepted.*** The Digest alone of major advertising media accepts no alcoholic beverages, no tobacco, no patent medicines.

4 ***Belief in what the magazine publishes.*** People have faith in Reader's Digest—in its editorial and advertising columns alike.

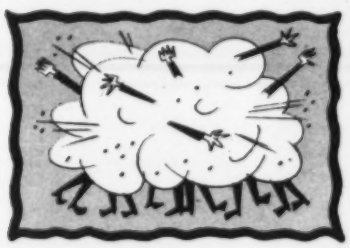
People have faith in

Reader's Digest

Largest magazine circulation in the U.S.
Over 12,000,000 copies bought monthly

Far-Reaching!

Today's the day



our schedule starts on SIX.

Must be nearly time for lunch.

More than a few advertisers have been pleasantly surprised by SIX's far-reaching effect. One reason is the program dominance we have maintained for 6 straight years. See your Weed TV man about it.

WCSH-TV 6
NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

TAKE A MINUTE TO READ WHY THIS IS A SOUND INVESTMENT

If you are engaged in selling goods or services, for your own company or as an advertising agent, here's a juicy fact to chew upon. What does it mean, you ask? They spent the money, you say, but did they find what they were looking for?

Well, then, here's another fact-lozenge to wrap your tongue around. 1959 was the 41st consecutive year of The New York Times advertising leadership in New York. Advertisers use it more than any other newspaper to sell their goods and services in the world's biggest (by far) and busiest marketplace.

JUST LOOK HOW ADVERTISERS USED THE NEW YORK TIMES IN 1959

in Total advertising, 20 million lines more than the second newspaper in New York;

in National advertising, more than double the second newspaper;

in Department Store advertising, more than any other newspaper;

in Automotive advertising, more than any other newspaper;

in Financial advertising, more than double the second newspaper;

in Classified advertising, more than all the other newspapers put together;

in all, one third of all advertising published in all New York City newspapers.

• • •

In 1959, The New York Times gained more advertising, in volume and in per cent, than any other New York newspaper. It also gained more circulation. If you think of New York as only a "great place to visit" for fun and frolic, or for business finance, somebody should enlighten you. It's also a hungry and a growing market, a market of more than 5 million families, every one of them wanting, needing, devouring what you have to sell. And The New York Times is the newspaper New Yorkers live by. It serves them with the most news. It sells them with the most advertising. It will cost you no more than a telephone call to find out all about it.

The New York Times

Advertising offices in Atlanta, Boston, Chicago, Detroit, Los Angeles, Miami, Philadelphia, San Francisco and Toronto.

Advertisers invested more than $90,000,000 in The New York Times in 1959...

more money than they have ever invested in any other newspaper.

IT CLOSED YESTERDAY!
Relax. You'll never miss a closing date when you
USE THE SERVICES OF
CENTURY
ELECTROTYPE COMPANY, INC.
Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings
160 East Illinois Street, Chicago 11 • DElaware 7-1541

Industro to Stone-Cooper

Industro Transistor Corp., Long Island City, N. Y., has appointed Stone-Cooper Inc., New York, to handle its advertising. Richard & Gunther, New York, is the previous agency.

Johnson, Stephens to Katzif

Johnson, Stephens & Shinkle Shoe Co., St. Louis, has appointed Katzif-George-Wemhoener Advertising Co., St. Louis, to handle advertising for its Rhythm Step and Lullabies lines.

Sperzel to Bayuk Cigars

Jack E. Sperzel, formerly advertising director and a director of Consolidated Cigar Sales Inc., has joined Bayuk Cigars Inc., Philadelphia, as marketing manager, a new position.

Names Holland Sherwood

Holland M. Sherwood, formerly with Ellington & Co., has joined Rose-Martin Inc., New York, as a copywriter.

WAY OUT—*The Denver U.S. National Bank is using this theme to promote its bank-by-mail service in two-color ads in Denver dailies, TV Guide, posters, tv spots, lobby and window displays and direct mail. Rippey, Henderson, Bucknum & Co., Denver, is the agency.*

CAAA Backs Move to Form Canadian Ad Mediation Board

TORONTO, March 2—The Canadian Assn. of Advertising Agencies officially announced its support last week of the recent suggestion by the president of the Assn. of Canadian Advertisers for "some kind of advertising mediation board" to deal with complaints in the national advertising field (AA, Feb. 15).

In a statement issued to ADVERTISING AGE, the CAAA said: "At the regular monthly board meeting held in Toronto on Feb. 18, the directors of the CAAA recorded their support of ACA President J. J. McGill's personal proposal for a board of review to which complaints regarding misleading advertising could be referred. This board would be representative of advertising business."

(The statement followed an unofficial survey of agency presidents by ADVERTISING AGE which showed that local executives viewed Mr. McGill's suggestion with a lukewarm attitude, at best. Reception to the suggestion by most of those questioned was cool.)

■ The CAAA statement went on to say: "In commenting on this matter, President Palmer Hayhurst pointed out that over the years the board of CAAA had itself served as an 'interchange of opinion' group and had considered the comparatively small number of complaints that had been raised about individual advertisements or campaigns.

"However, CAAA feels that, even though the objections to specific print or broadcast advertisements raised with the proposed board might be few in number, the interest of the public, advertisers, media and advertising agencies would be better served by a widely representative body, such as the proposed board." #

Lange Joins Niles Productions

Harry Lange has joined Fred A. Niles Productions, Chicago, as executive producer. Mr. Lange was formerly producer in charge of film and television commercials at McCann-Erickson, Chicago.

Farber to Gordon & Hempstead

Paul L. Farber has joined Gordon & Hempstead, Chicago, as an account executive. Mr. Farber was formerly with Young & Rubicam.

Welcoming

Three New Acquisitions To The Family

On behalf of my associates on The Ohio Farmer, Michigan Farmer, Pennsylvania Farmer, Kansas Farmer and Missouri Ruralist, I am proud to welcome The Kentucky Farmer, The Tennessee Farmer & Homemaker and The Indiana Farmer, their editors and the 307,000 subscribers into the Stauffer-Capper family of publications. These new properties are under the ownership and management of Capper-Harman-Slocum, Inc., Cleveland, Ohio.

The Indiana Farmer has a publishing history of 124 years. The Kentucky Farmer has been serving its state for 96 years. The Tennessee Farmer & Homemaker is a vigorous 7 years of age. These are logical additions to our organization as they complete a broad band of farm family readers extending nearly 2,000 miles from the Colorado to the Delaware.

All records show that Kentucky and Tennessee, whose farm production and practices are increasingly related to those of the Corn Belt States, are undergoing a rapid agricultural expansion, while Indiana is among the top farm states of the country. In the '60s, these states will play a major role in supplying food and fiber to the nation and to the world.

Our newest purchases bring the number of Capper-Harman-Slocum, Inc., farm publications to six, with a total of nine for the entire Stauffer-Capper group.

The Stauffer-Capper publications, including the new acquisitions, are represented by our own sales personnel and territorial offices in Topeka, Chicago, Cleveland and New York, and by The Eschen Company in Los Angeles and San Francisco.

Oscar S. Stauffer, PRESIDENT

TOPEKA 8th & Jackson FLanders 7-4421 · CHICAGO 333 N. Michigan Ave. FRanklin 2-7200 · CLEVELAND 1010 Rockwell MAin 1-6774 · NEW YORK 342 Madison Ave. YUkon 6-2090 · LOS ANGELES 3142 Wilshire Blvd. DUnkirk 2-8391 · SAN FRANCISCO 57 Post St. SUtter 1-7440

FTC May Shun Ruling on Giant's 'List Price Disclaimer'

WASHINGTON, March 2—The usefulness of a list price "disclaimer" may come up for discussion as a result of charges filed by the Federal Trade Commission last week that Giant Foods uses deceptive savings claims in appliance ads.

Commenting on the FTC complaint, Giant pointed out that it was among the first of the major merchandisers to put "disclaimers" in its ads pointing out that list prices on sale items are used only for identification purposes and not as an indication of regular selling price.

While Giant may attempt to use its "disclaimer" as a defense in the case, FTC sources expressed doubt that the "disclaimer" will be a consideration. According to FTC sources, all the ads covered in the complaint appeared before the "disclaimer" technique was introduced.

The commission complaint lists more than 20 individual appliance specials carried in Giant ads, all involving comparisons with list price. The commission contends the ads are deceptive because the products have not ordinarily been sold at the list prices.

■ Giant, which operates 40 food and department store units in this area, commented, "We have always tried to advertise to the public fully and fairly concerning the goods we advertise.

"We cannot see how the commission can properly charge us with false, deceptive or misleading advertising, since manufacturers' list prices are used as an aid to the public and not a deception."

The disclaimer inserted in Giant's ads during the past several months explains, "The use of the term 'manufacturer's list price' or similar terminology is not to imply that Giant has ever sold the advertised products at such list prices, or that the products are being offered for sale generally in the area at such list prices."

FTC also has under consideration a series of complaints issued in 1955 charging that Giant secured illegal advertising allowances from suppliers. #

Magazines Plug Cigars in Institute Campaign

Cigar Institute of America, New York, spent more than $330,000 to "associate masculinity with cigars" (without creating resentment) in a 15-month magazine campaign ending in October, 1959. In its annual report the institute stated that 29 insertions, all at least half-page units, were used in *Argosy, Life* and *True*.

While there was "considerable controversy, both good and caustic" over its "Lion Tamer," "Matador" and "Cave Man" themes, the institute reported, "there was no sign of indifference, which is a bonus in itself."

23 Companies in One Ad

Twenty three companies—members of the New York Stock Exchange which have paid consecutive dividends every year for 20 years or more—are jointly using a b&w spread in the March *Investor's Future*. According to Allan D. Newburn, ad manager of *Investor's Future*, it is "the only magazine ever to publish an advertisement of this nature."

Cyrus Young Joins ARF

Cyrus C. Young, former research account executive with Batten, Barton, Durstine & Osborn, has been appointed director of development, Advertising Research Foundation, New York, a new post.

Willson Plans Print Drive

Willson products division of Ray-O-Vac Co., Reading, Pa., maker of sun glasses and safety equipment, has planned its magazine campaign for 1960. Informational ads directed at professional safety directors and plant management, as well as product ads, will run in *National Safety News* and *Occupational Hazards*. Willson agricultural safety equipment will be advertised in two-color page ads in *Agricultura de las Americas, Farm Store Merchandising, Fruit & Vegetable Farm Unit* and *Revista Industrial*. Howard H. Monk & Associates, Rockford, Ill., is the agency.

Mennen Offers 50¢ Bonus

Mennen Co., Morristown, N.J., plans its "heaviest advertising push ever" for its men's spray deodorant and Speed Stick. Both products will offer the return of 25¢ in coin and a 25¢ coupon good on the next purchase of the product. Radio and tv will be used for consumer advertising and page ads in the food and drug trade press will promote the double bonus offer. Grey Advertising, New York, is the agency.

SERVICE
IS MORE THAN JUST A WORD
AT **LAKE SHORE** ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

TOWERING GROWTH

draws Katz Agency to t[illegible]in Cities . . . advertisers to
WTCN RADIO [illegible]D TELEVISION

Happily discussing the mushrooming Twin Cities market, above, are Dave Abbey, manager of the new Twin Cities Katz office; Rufus Hanson, exec. vice president, First National Bank; and Phil Hoffman, vice president and general manager, WTCN-TV and Radio (mushrooming ABC).

Katz goes where the market grows . . . straight to the Twin Cities. As of March 1, Katz opens for business – bigger business – with quarters in a boom area they have long serviced, now – a brand new office in Minneapolis' skyscraping, new First National Bank Building.

WTCN Radio and Television welcomes Katz to Minneapolis-St. Paul, a radio-TV market where over 3 million people will spend close to 4 billion dollars this year.

If there's a special way you'd like to see this consumer money spent, call your Katz man. Advertisers find WTCN Radio and TV a powerful way to get to the top of this towering market.

WTCN MINNEAPOLIS · ST. PAUL
RADIO and TELEVISION
AFFILIATES OF ABN AND ABC-TV REPRESENTED NATIONALLY BY THE KATZ AGENCY

THIS IS THE NEW AMERICAN HOME

. . . please don't butter the page. This oven-fresh magazine is alive with appetizing spreads like this. It's a delight to look at, a joy to read. Our 12,000,000 men and women readers are eating it up. It satisfies their appetites for ideas and advice for living in the sixties. Compare it, page for page, with any other major magazine. The new American Home looks better, serves better, sells better. And it devotes more of its pages to home service features than any other major magazine —gives families more do-able ideas about gardens, food, decorating, building, remodeling and appliances. No matter how you slice it, the new American Home is the medium for home products advertisers.

A CURTIS MAGAZINE

THE BANGOR DAILY NEWS

helps you nail down SALES in Maine's most important market: the 7-COUNTY BANGOR Trading Area!

100% City Zone coverage; 74.6% T.A. coverage!

Bangor T.A. represents 38% of State's population; 35% of income and sales!

A made-to-order test market!

One BIG newspaper SELLS this big, sales-prolific market!

FULL R-O-P COLOR
The best of production and color matching.
Available Mon. thru Sat.

Bangor Daily News
MAINE'S LARGEST DAILY—73,760
Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

KBIG Appoints Three

Wayne Muller, an account executive for KBIG, Catalina, since it was started in 1952, has been promoted to station manager. The post was previously held by Robert McAndrews. Also promoted was Jim Kissman, promotion and national sales contact, who becomes account executive. He succeeds Don Harrington, who resigned to open his own advertising agency in Fullerton, Cal. The station also has named Leonard I. Linberg, formerly with Katz Agency, an account executive.

SRDS Promotes C. L. Botthof

C. L. Botthof, president of Standard Rate & Data Service, Skokie, Ill., has been elected publisher of its 11 rate and data publications, succeeding his father, W. E. Botthof, board chairman, who continues as chief policy-making officer and publisher of SRDS' *Media/scope*.

ABC-TV Says It's Lowest in Per-1,000 Cost, 2nd in Viewers

CHICAGO, March 1—"The Chemistry of Successful Selling" is the new theme of ABC-TV's annual Cellomatic pitch for new business.

The colorful presentation, which emphasizes the network's audience gains over the years and its plans for new programming for the 1960-'61 season, played before its second audience yesterday. It opened last week in New York. On hand at the showings were full complements of admen and agency executives. Narrators were Bert Briller, director of sales development, and Henry W. Levinson, manager of the tv sales department.

The presentation will be repeated in Detroit March 2.

Among the competitive claims emphasized:

- In terms of home hours weekly, ABC has passed one of its competitors and is moving up on the other.
- In cost per 1,000 homes per commercial nighttime minute, ABC leads the field, with $2.88, against $3.13 for CBS-TV and $4.15 for NBC-TV. (In deference to the contract with the research companies, CBS and NBC were referred to as Network X and Network Y, respectively.)
- Daytime quarter hours are offered at $7,600—between one-third and one-half the cost of the other networks. Cost per 1,000 homes per average daytime minute was said to be $1.17 at ABC.
- The program wound up with brief descriptions of, or excerpts from some of the new shows that are penciled in for fall. Some of the forthcoming shows already have picked up sponsor support. Miles Labs is set to carry alternate weeks of "Flagstones," an adult cartoon series. Liggett & Myers reportedly has bought participations in "The Islanders," an hour adventure film. #

Hayden to Launch Catalog

Hayden Publishing Co. will put out a new catalog covering the electronic field next fall, to be distributed to *Electronic Design's* 34,000 subscribers. The catalog, to be called *Electronic Designer's Catalog*, will be a bound edition of manufacturers' catalogs, inserted alphabetically. Page rate for a 24-page catalog supplied to Hayden will be $270. The rate for the same catalog printed in two colors from plates furnished to Hayden will be $395. Bulk discounts will be offered.

Crowell-Collier Sales, Net Up

Crowell-Collier Publishing Co. has reported consolidated net income for the year ended Dec. 31, 1959, of $5,209,670. This compares with consolidated net income in 1958 of $4,320,729. Consolidated net sales for 1959 totaled $35,491,211, up 22% from 1958 consolidated net sales of $29,099,414. The company said the reported figures are preliminary.

White Adds McGraw-Hill Duties

Donald H. White, publisher of *Factory*, has been named to the additional post of publisher of McGraw-Hill's *Textile World*, New York. He succeeds Prentice M. Thomas, formerly publisher and editor, who has resigned.

Stevens Joins Spector Freight

Henry Stevens has been appointed to the new position of director of marketing research of Spector Freight System Inc., Chicago, motor freight carrier. He formerly was with Montgomery Ward & Co., Chicago.

Growing Oklahoma City gets a full block, five story new Federal building, just north of its present postoffice, part of the economic development to serve a growing population.

$206,000,000 expansion record set in growing Oklahoma City

Oklahoma City in 1959 set a new record in economic development with a total of $206,688,252 expended or committed for industrial expansion and community improvement.

This outstanding total comes on top of a record breaking year in 1958 when $195,015,976 was recorded in economic development.

The 1959 total included some $105.6 millions in building permit values for Oklahoma City and the immediate vicinity, a 52% increase over 1958. This amount included 4,404 individual new residences, 19 major apartment buildings, 306 new business structures, and schools, churches and other public buildings.

Business in general in Oklahoma City reflected this growth trend. Department store sales for the first 11 months of the year were up 7% over 1958. Forbes, Inc., recognized Oklahoma City as one of the "ten best cities" business-wise for two consecutive months in 1959.

The Daily Oklahoman and Oklahoma City Times are the advertising media giving you the most effective coverage of this metropolitan market —and most of the state.

Daily combined circulation of the Oklahoman and Times reaches 55.5% of the families in a 58-county area of the state, with the Sunday Oklahoman reaching 47.4% of the families in this same area, where 67.6% of the state's retail sales are made.

Get growth in your sales with a solid selling campaign in the Oklahoman and Times, the advertising media giving you the most effective coverage of the most of the state!

600,000 in '60 CONTEST WIN $1,000 and a trip to Oklahoma City

Guess the 1960 population of "Greater Oklahoma City"—an area within a 30 mile radius of the state capitol building in Oklahoma City. Write for free contest information. Nothing to buy. Contest ends March 31, 1960.

grow with OKLAHOMA
TOTAL CIRCULATION
Daily Combined 270,101
Sunday 240,753
Sept. 30, 1959 Publishers Statement
Six months average.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

ANY TOOTH PASTE IN AN AEROSOL IS A DIFFERENT PRODUCT IN A NEW PACKAGE!

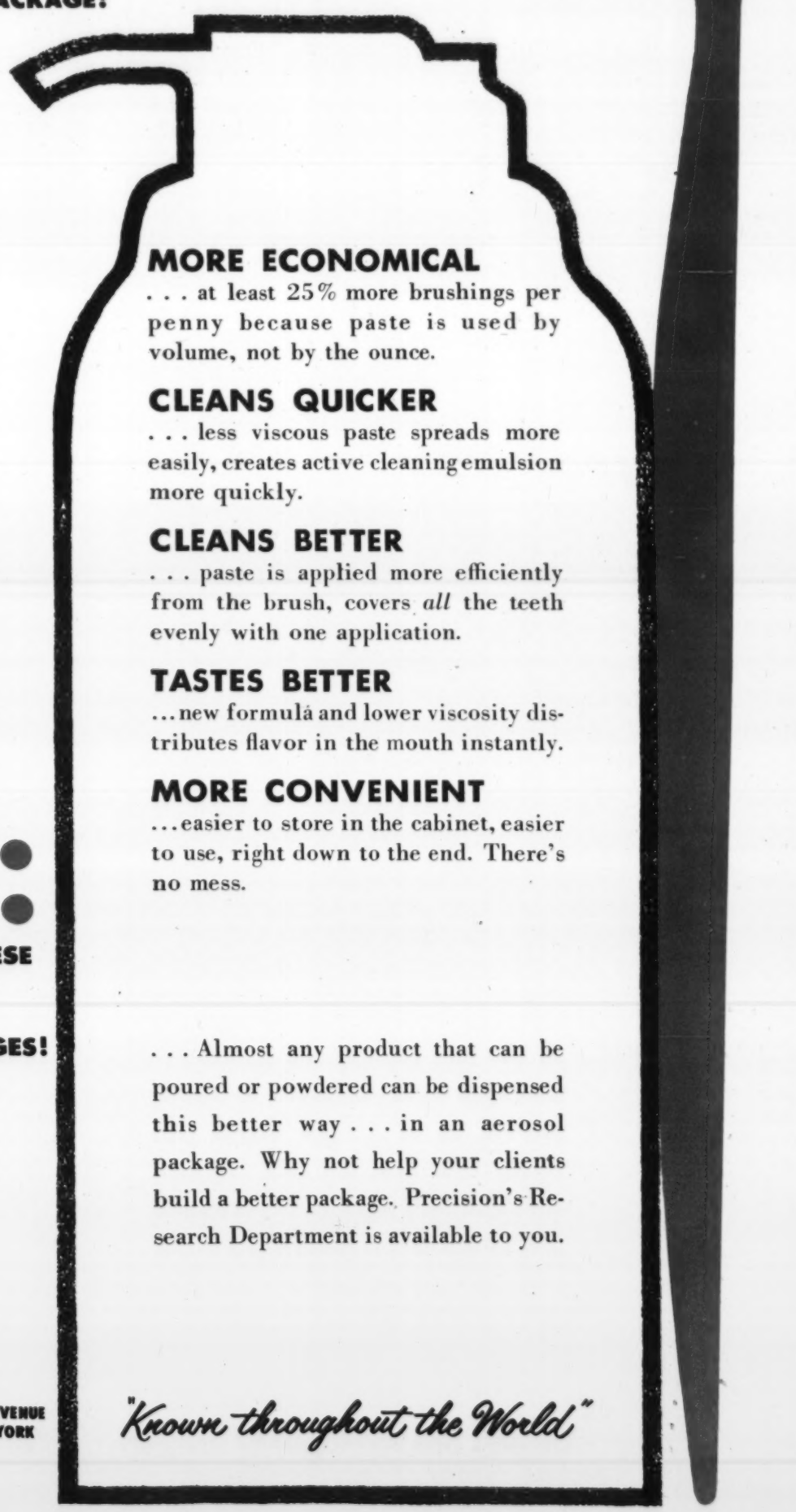
Fact:

CONSUMERS ARE FINDING OUT THAT TOOTH PASTE IN AN AEROSOL IS A BETTER PRODUCT!

Result:

CONSUMERS ARE DISCOVERING THESE FACTS FOR THEMSELVES AND THEY ARE BUYING MORE AND MORE TOOTH PASTE IN AEROSOL PACKAGES!

PRECISION VALVE CORPORATION 700 NEPPERHAN AVENUE YONKERS, NEW YORK



MORE ECONOMICAL

. . . at least 25% more brushings per penny because paste is used by volume, not by the ounce.

CLEANS QUICKER

. . . less viscous paste spreads more easily, creates active cleaning emulsion more quickly.

CLEANS BETTER

. . . paste is applied more efficiently from the brush, covers *all* the teeth evenly with one application.

TASTES BETTER

...new formulá and lower viscosity distributes flavor in the mouth instantly.

MORE CONVENIENT

...easier to store in the cabinet, easier to use, right down to the end. There's no mess.

. . . Almost any product that can be poured or powdered can be dispensed this better way . . . in an aerosol package. Why not help your clients build a better package. Precision's Research Department is available to you.

"Known throughout the World"

STOP BEATING your advertising dollars to death "here, there and everywhere."

COME DOWN to Southern New Jersey* and watch those same tired dollars turn into smiling sales results.

* A rich and rapidly growing three-county (Atlantic, Cape May and Cumberland) area with a half-billion dollars in yearly retail sales.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President* Scolaro, Meeker & Scott, Inc., *National Representatives*

Chapman-Nowak Adds Three: Names Foley, Crumb

Chapman-Nowak & Associates, Syracuse, has been named to handle advertising for Columbia Mills and Radar Design Corp., both Syracuse, and Soft-Ease Pads Corp., Watertown.

The agency also has named Justin Foley, formerly with Grant Advertising, Syracuse, copy chief, and Owen J. Crumb, formerly public relations director for a dairy cooperative, an account executive.

Dulany Tests 5 Products

John H. Dulany & Son will test market five new frozen roll products in Charlotte, N.C., in early March, using four-color and b&w newspaper space and television spots. Two desserts and three entrees are included, and are advertised with the theme, "The snacks that came to dinner." Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the agency.

Capital Airlines Promotion to Get New Emblem, Color

WASHINGTON, March 1—Capital Airlines has treated itself to a corporate face lifting and is changing its trademark and corporate color.

The traditional red logo has been declared out of date and is being replaced by a new blue and white trademark, designed by Lippincott & Margulies.

The corporate color has also been changed from red to blue. All phases of the company's visual identity—from ticket offices to aircraft markings to letterheads—will reflect the airline's new look.

A new concept and appearance for the company's advertising also is being worked out by Capital's agency, Kenyon & Eckhardt, and is due for announcement in late March.

The company's new visual image is tied in with a stepped-up program to "raise the quality of Capital's customer service above that of industry standards." The overall aim is to convey an image of Capital as "a company dedicated to integrity and progress."

■ Completion of the total visual changeover is expected about late July—including new designs for aircraft, ground service equipment, ticket offices, letterheads, menus, luggage tags and other items visible to the public eye.

The old logo was red, "a hot and garish color," and used italicized upper and lowercase letters in a "stylized, heavily dated" type face.

The new version is all uppercase, using a "hand-lettered derivation of sans serif type." In one version, the airline's name is shown against a white oval background framed in blue. The blue frame is pointed at top and bottom. In other versions the letters are white, against a blue background.

■ There were several reasons for the change, the company reports. Since 1955, when Capital started using turbo-prop Viscounts, the airline has grown from a $51,000,000 to $100,000,000 concern—this year it is aiming at $128,000,000.

Because of the speed required in establishing new offices to service this growth, many variations in the airline's corporate emblem cropped up across the country.

This, coupled with the fact that it was felt that the old logo was out of date, lacked sufficient legibility and did not project the proper image of "dignity, reliability, stability and progressiveness," brought about the decision. #

TOLEDO...CITY ON THE MOVE

"High Spot" for retail sales sixth consecutive month!

Sales Management has listed Toledo as one of its "High Spot Cities" every month since last October. For six consecutive months Toledo has been given a level of sales which equals or exceeds the national change in sales activity.

With a trading area population of over one million and net effective buying income of over $2 billion, Toledo offers and will continue increasingly to offer national advertisers a market place of unusual opportunity. Fortunately The Blade provides an intensive family coverage of its market that is matched by few newspapers in the nation.

THE BLADE

One of America's Great Newspapers

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

Gres Forms Round Hill for Radio-TV-Film Translations

John Gres, formerly program director of WRUL, New York, has organized Round Hill International Productions, New York, to offer translation and adaptation services in 50 foreign languages. Round Hill, at 665 Fifth Ave., will specialize in radio, television and film work.

"Now, for the first time," Mr. Gres said, "the American advertising or public relations agency handling foreign accounts will have available the services of professionals, skilled in their language, as well as in the communications techniques utilized by media in their native lands."

McCann Boosts Van Bortel

Francis Van Bortel, former research director of McCann-Erickson, Chicago, has been named senior vp of Marplan, Chicago—a new position. Marplan is McCann's research affiliate.

This is the edition of TIME you know best:

TIME U.S.

Printed simultaneously in Chicago, Washington, Albany, Philadelphia and Los Angeles—bringing the news of the world's week to executive and professional families throughout the United States. The one magazine consistently voted "most important" by the people most important to you.

TIME, The Weekly Newsmagazine
every week . . . everywhere in the free world

U.S. EDITION: 2,480,000 *weekly*

Miller Named Film Judge

Donald L. Miller, film, radio and tv production supervisor at Campbell-Ewald Co., Detroit, has been named by the Theatre-screen Advertising Bureau as U.S. delegate and judge for the seventh International Advertising Film Festival, to be held in Venice June 13-17.

* state governmental estimate

A NEW METROPOLITAN MARKET IS BORN!

Mr. & Mrs. U. S. Metropolis proudly announce the arrival of the nation's newest standard metropolitan city. Born January 12 and named Eugene, the bouncing youngster tips the scales at a healthy 55,000 pop.* Delivery was made by annexation.

The wealthy infant's crib is covered by the Register-Guard, which is black and white and read all over (well, 94% in the city zone, that is).

An extensive reception is being planned, and you are invited to participate.

Eugene Register-Guard

LANE COUNTY'S HOME NEWSPAPER

Represented Nationally by Sawyer-Ferguson-Walker Co.

RAISING CANE—*E. I. Harrington, Honig-Cooper & Harrington, San Francisco, helps kick off the 1960 C&H sugar drive by nibbling a hunk of cane sugar while cavorting with Hawaiian children.*

Kelly Joins Willmarth

Mark G. Kelly has joined Willmarth, McCaffrey & Co., Albuquerque, as an account executive. He previously was with Southern Union Gas Co.

C&H Sugar Shifts '60 Ads from TV to Radio, Dailies

SAN FRANCISCO, March 1—A "complete revamping" of its advertising program has been completed by the California & Hawaii Sugar Refining Corp.

"Our increased advertising efforts are in keeping with the tempo of today's highly competitive marketing picture," it was explained by C. H. Bleich, vp, sales, and R. C. Cook, ad manager.

"Our 1960 advertising plans," Mr. Cook said, "mark a departure from the medium of television, and in its place will be a three-prong effort of advertising, sales promotion, and in-store promotions.

"The bulk of our advertising funds," Mr. Cook said, "are being earmarked for 1,000-line 2-color newspaper ads and spot radio announcements. In addition, spectacular rotating painted bulletins have been scheduled for West Coast cities."

Mr. Cook went on to say that Honig-Cooper & Harrington, the C&H agency for more than 18 years, has created "an unusual pictorial campaign, in which the children of Hawaii play a dominant role.

"Scenes for the entire series," he continued, "were photographed in the islands by Wayne Miller."

■ A number of colorful promotional devices will be used in key cities throughout the U. S., with each promotion tailored to local needs.

In addition, special attention will be given to expanding the in-store display events regularly offered by C&H to the retail trade, such as Aloha Days, featuring color reproductions of orchids, fish nets, etc.

Account executive for C&H at Honig-Cooper is W. C. Anderson; account supervisor is E. I. Harrington, chairman of the board of the agency. #

MacMannis Succeeds Glavin

Kenneth L. MacMannis, assistant advertising director of the *Worcester Telegram & Gazette*, has been named director of the New England Newspapers Advertising Bureau, succeeding the late Tony Glavin.

Wyse Adds Twill Account

Wyse Advertising, Cleveland, has been named to handle the Twill account in Ohio, Indiana, Michigan and Kentucky. Twill, a food supplement, is distributed in that area by Hodge Products, Toledo, O.

Howard Boasberg Named VP

Litman-Stevens & Sher, Kansas City, Mo., has appointed Howard T. Boasberg Jr., vp and stockholder. Before joining the agency in 1957, he was associated with Bowman & Block, Buffalo.

LeTourneau-Westinghouse gives heavy-equipment customers swift, direct-from-factory service via AIR EXPRESS.

Air Express gets road scraper back to work fast!

This giant dirt-moving scraper stands idle. A replacement contactor switch was needed. The local distributor found the item temporarily out of stock. But one phone call and AIR EXPRESS, the nation's most complete air-ground shipping service, sped a replacement direct from manufacturer to construction site. Once again, dependable, convenient AIR EXPRESS saves a modern business time and trouble. Small wonder that so many of today's sales-minded concerns use this low-cost service even for day-to-day shipments. Why don't you let AIR EXPRESS —jet-age wings of modern marketing—get your firm's products FIRST TO MARKET . . . FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

This is **TIME Latin America**

Written in English, printed in Havana, speeded by air to the 20 republics of Central and South America and throughout the Caribbean. Same vital news content (plus expanded coverage of Latin American affairs) • Same swift delivery • Same kind of informed, influential, executive, professional and government audience as TIME U. S. • *Only the advertisements are different—they're made for the market!*

TIME, The Weekly Newsmagazine
every week . . . everywhere in the free world

LATIN AMERICA EDITION:
69,000 *weekly*

This Week in Washington . . .

Harris Challenges Doerfer Concept of FCC Role as Broadcasters' Guardian

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 2—When the chairman of a federal regulatory agency crusades against the basic conclusions of a congressional committee, there's bound to be trouble. That's why the lid blew off when FCC Chairman John Doerfer and Rep. Oren Harris (D., Ark.) appeared before the CBS affiliates here Monday.

Their showdown might have been postponed until later this week, when Chairman Doerfer is to appear before the Harris committee, but in view of the way Chairman Doerfer has been handling himself, it was bound to come.

Chairman Doerfer believes the broadcasting industry has been smeared because of the misdeeds of a few. He's been telling audiences lately that remedies proposed by the House committee on legislative oversight are unworkable and a threat to the future freedom of the industry.

His contention that the charge of widespread corruption is a "canard" could hardly set well with Rep. Harris, who has been busy exposing rigged quiz shows, plugs and payola. The congressman said at the CBS affiliates meeting Monday, "Of course it just covered every NBC and CBS affiliate in the U.S."

Chairman Doerfer also crusades against the enforcement of any performance standard by FCC in the field of programming. Program improvement, he argues, 'must grow out of felt need, and not be imposed by the infusion of an insipid system from some government hierarchy."

He has convinced himself that any effort by government to specify the minimum service a broadcaster must render in return for his license represents a form of censorship and a step toward the Soviet system of government-controlled propaganda broadcasting.

As he sees it, the programming performance issue involves fundamental truths. Broadcasters applauded Monday when he declared, "You don't slip into dictatorship at one fell swoop."

Of course, if we are slipping into dictatorship, then some foolish or wicked congressman must be greasing the skids.

■ As a conservative southern Democrat of considerable distinction in the arena of rough and tumble political debate, Oren Harris could hardly be expected to let John Doerfer put that monkey on his back.

In his speech before the CBS affiliates, Rep. Harris was careful to establish his own credentials as a friend of the industry. Ticking off his past services, he recalled that he spiked a programming investigation in 1951, and steered through the McFarland procedural amendments for the broadcasters in 1952. In 1958 he stalled pay tv.

■ This showdown between Messrs. Doerfer and Harris has been building continuously since last fall, when the quiz show investigation started. Originally Chairman Doerfer balked at admitting that FCC had any responsibility to probe deeply into charges of rigged quiz shows and payola. Even now his public statements are mostly about what FCC can't do, rather than what it ought to be doing.

For example, his speech last week before a meeting of presidents of state broadcaster groups decried the red tape that would result from procedures suggested by the committee on legislative oversight to curb trafficking in licenses or to turn a spotlight on substandard broadcast operations at license renewal time.

Chairman Doerfer offered convincing statistics to show these proposals place an impossible load on the commission. But nowhere in his speech was there a single word acknowledging that trafficking in licenses is an insidious and dangerous force, attracting speculative investors into the country, to the detriment of commercial and programming standards.

■ As chairman of the FCC, he has a responsibility to point out the difficulties involved in proposals of congressional committees. But he also has an obligation to be equally diligent in detecting and exposing evils in the broadcasting industry which can become a matter of public concern.

Considering the heroic efforts that were required to get FCC interested in the investigation of quiz shows and payola, Rep. Harris understandably might be thin-skinned when finding that Chairman Doerfer is still going before audiences of broadcasters with comforting assurances that charges of widespread deception were a "canard."

"Even when he is right, John Doerfer manages to make himself look wrong," one observer commented the other day. "Statistically, it may be literally true that only a handful of broadcasters have been personally linked to payola. If the employe's hands were in the till—as he puts it—how come the till was left unguarded?"

■ Even if deception by broadcasters is no greater than by any other industry—another of Mr. Doerfer's points—is that anything that the FCC chairman should boast about?

Some of Mr. Doerfer's colleagues are restless about the price the commission pays for the chairman's single-mindedness. "The press still looks at us as soft toward the industry, and as a bunch of second raters; we don't even get credit for the thorough job we are doing in the payola situation," said one FCC official.

Commissioner Fred Ford tried recently to dissociate himself from the position the chairman takes. In a public speech he declared, "The future of the broadcasting industry isn't at stake." He believes the commission will find a way to enforce some form of performance standards without threatening or impairing the broadcaster's essential freedom. "No one proposes," he said, "that FCC become a super censor."

While his views probably are typical of those of several other commissioners, they go almost unnoticed. For when Mr. Doerfer speaks—even if he speaks only for himself—he speaks with the authority of the chairmanship.

■ "When he goes before a congressional committee, we tremble," an FCC member commented recently. "We get together and we agree on what he ought to say. He gets up there, and the first time someone throws a question at him, he's off and running on the censorship issue.

"He's consumed with it; and we are consumed with the indignation that he brings down on the commission." #

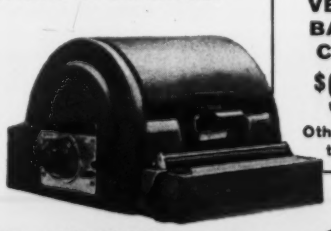
Everything's perfectly clear—they're Verifax copies!

Verifax copies are dry, white, easy-to-read . . . accurate in every detail. They won't fade or darken . . . will last as long as typed records. And they're as easy to handle, file or mail. All of which is mighty important in business.

See how you can make 5 of these dry, more usable copies in 1 minute for 2½¢ each with Kodak's $99.50 Verifax Bantam Copier, which outperforms other makes of copiers costing up to 4 times as much!

Phone local Verifax dealer (see Yellow Pages under duplicating or photocopying machines), or write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N.Y.

Prices quoted are manufacturer's suggested prices and subject to change without notice

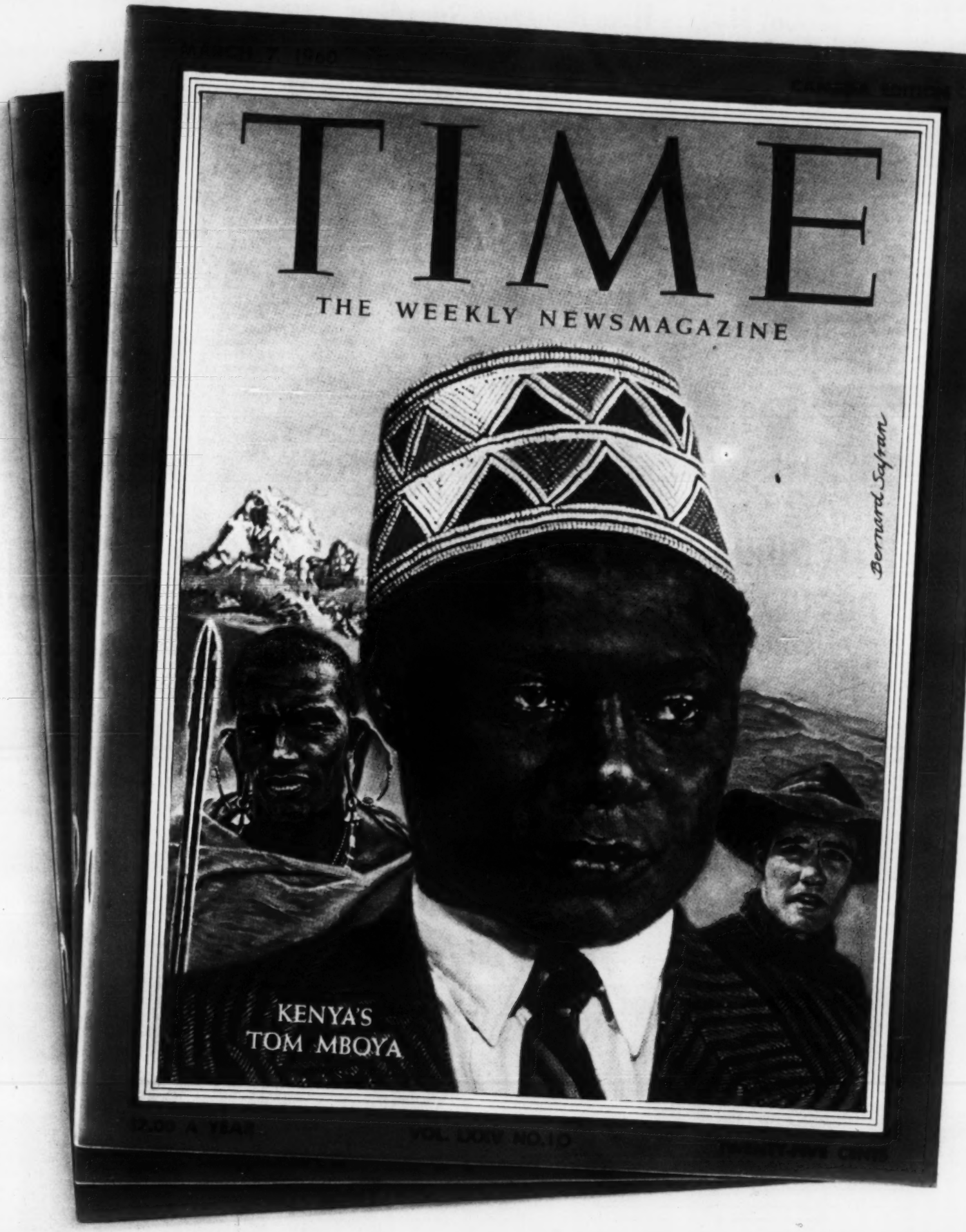


VERIFAX BANTAM COPIER
$99.50
Other models to $425

Kodak TRADEMARK

Verifax Copying DOES MORE . . . COSTS LESS . . . MISSES NOTHING

WESH-TV
NBC
PREFERRED IN ORLANDO-DAYTONA MARKET



This is **TIME Canada**

Printed in Chicago, speeded by air and rail throughout the provinces of Canada • Same vital news content (plus expanded coverage of Canadian affairs) • Same swift delivery • Same kind of informed, influential, executive, professional and government audience as TIME U. S. • *Only the advertisements are different—they're made for the market!*

TIME, The Weekly Newsmagazine
every week . . . everywhere in the free world

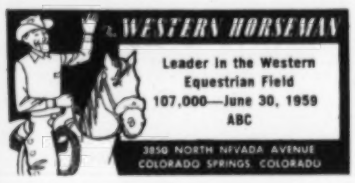
CANADA EDITION: 215,000 *weekly*

McAuliffe Named Sales Head

WMAQ, Chicago, has appointed Robert McAuliffe sales manager, succeeding Richard Faulkner, who has resigned. Mr. McAuliffe formerly was a salesman for WNBQ, Chicago. Donald E. Cronberg, formerly with the Bolling Co., Chicago, will succeed Mr. McAuliffe as a WNBQ salesman.

Needham Names Smith VP

Needham, Louis & Brorby, Chicago, has appointed Harold A. Smith a vp. Mr. Smith, who joined NL&B in April, 1958, will continue as head of press relations for the agency and program promotion and merchandising for its tv-radio programming department.



Car Makers Hike Magazine Spending $7,846,191 in '59, 'Farm Journal' Says

'Life' Topped 'Post' in Cars, Trucks; Chevy Was Top-Spending Make

PHILADELPHIA, March 2—U.S. motor car manufacturers invested almost one-third more in the nation's magazines last year than in 1958, the *Farm Journal* reports in its annual analysis of auto and truck magazine ad volume.

A total of $34,597,886 was invested in 1959, compared to $26,751,695 in 1958. This reversed a downward trend in auto makers' magazine ad budgets which began in 1956.

The analysis, compiled by John F. String Jr., vp in charge of *Farm Journal's* Detroit office, shows that the number of pages of magazine advertising used in 1959 increased by nearly one-fourth, rising from 1,495.19 to 1,862.07.

On a per car basis, magazine ad expenditures for autos dropped from $6.30 in 1958 to $6.19 in 1959, reflecting an increase in production from 4,244,045 cars to 5,593,731.

■ *Life* topped *The Saturday Evening Post* for the third straight year in both dollars and pages in auto ads. A total of $10,003,619 was spent on 242.85 pages in *Life* last year, compared with $8,197,957 and 204 pages in 1958. The *Post* count was $7,488,837 and 189.75 pages in 1959, compared with $6,214,157 and 175 pages in 1958.

Look climbed from fourth to third place in dollars, moving up from $2,323,167 in 1958 to $3,555,271 in 1959.

Other dollar leaders among the 58 magazines which carried passenger car advertising last year were *Reader's Digest*, $2,780,450; *Time*, $2,723,977; *Newsweek*, $1,445,671; *Sports Illustrated*, $829,338; *U.S. News & World Report*, $804,866; *The New Yorker*, $484,263; *Holiday*, $416,122; *Better Homes & Gardens*, $401,392; *Farm Journal*, $292,540.

■ Chevrolet was the major magazine investor in passenger car advertising for the second straight year with $5,350,357, and it led in pages with 403.41. There were many changes, however, below first place. Pontiac moved from fifth to second place with $4,448,670, displacing Ford, which spent $4,061,816, to finish third. Studebaker, with $2,243,583, climbed from 16th place to fourth, and Lincoln, with $1,999,535, advanced from seventh to fifth place.

Others: Cadillac, $1,983,194; Oldsmobile, $1,966,957; Chrysler, $1,682,304; Rambler, $1,655,776; Buick, $1,651,232; Plymouth, $1,530,764; Dodge, $1,442,691; Mercury, $1,130,433; De Soto, $1,014,588; Imperial, $972,056.

Among the compact car newcomers, Corvair spent $683,535; Falcon, $344,872, and Valiant, $222,505. Edsel, which went out of production during the year, brought up the rear with $213,018.

■ Truck manufacturers increased their magazine advertising in 1959 to $7,380,724 from $6,097,308.

The Saturday Evening Post, usually top magazine in truck ad expenditures, was displaced by *Life*. A total of $2,476,850 was invested in *Life*, compared with $1,289,976 in the *Post*. *Time* was third, *Farm Journal* fourth and *Newsweek* fifth.

Ford again was the major truck advertiser, investing $1,886,378 in 163 pages. International was second, GMC third, Chevrolet fourth and Dodge fifth.

Copies of the report may be obtained from the research department, *Farm Journal*, W. Washington Square, Philadelphia 5. #

MOTHER'S DAY—*The National Committee for the Observance of Mother's Day will distribute the above poster and other merchandising aids with the same art to retailers for promoting Mother's Day, May 8, 1960.*

POTPOURRI OF POPULARITY!

Consistent, predictable popularity month-after-month . . . this is the profile of WHO-TV's highly successful Early Show.

NSI (Nov., 1959) proves that the WHO-TV Early Show is Central Iowa's most popular early evening television fare. Its variety format — *cartoons* for kids, movies* for mom, news for dad* — attracts each and every segment of the audience. And for the record, the *Early Show delivers more homes in 20 of 30 quarter hours surveyed, Monday-Friday (4:30 p.m.-6:05 p.m.), than either Stations "B" or "C." (New time for Early Show is 4 p.m.-6:05 p.m.)*

Ask your PGW Colonel about WHO-TV's spectacular bargains in spot availabilities, on this and *other* station-time success shows!

*MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.

NSI SURVEY
DES MOINES-AMES METROPOLITAN AREA
(November, 1959)

EARLY SHOW — FIRST PLACE QUARTER HOURS		
	Number Reported	Percent of Total
WHO-TV	20	66⅔%
STATION B	10	33⅓%
STATION C	0	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

Noble Advertising Names Katz El Salvador Manager

Noble Advertising, Mexico City, has signed an agreement to administer Publicidad Centroamericana, in El Salvador. The agency has named Kirby Katz, who formerly was with Fitzgerald Agency, New Orleans, manager of the El Salvador operation. Previously, Mr. Katz was with Benton & Bowles and the old Biow agency.

Kirby Katz

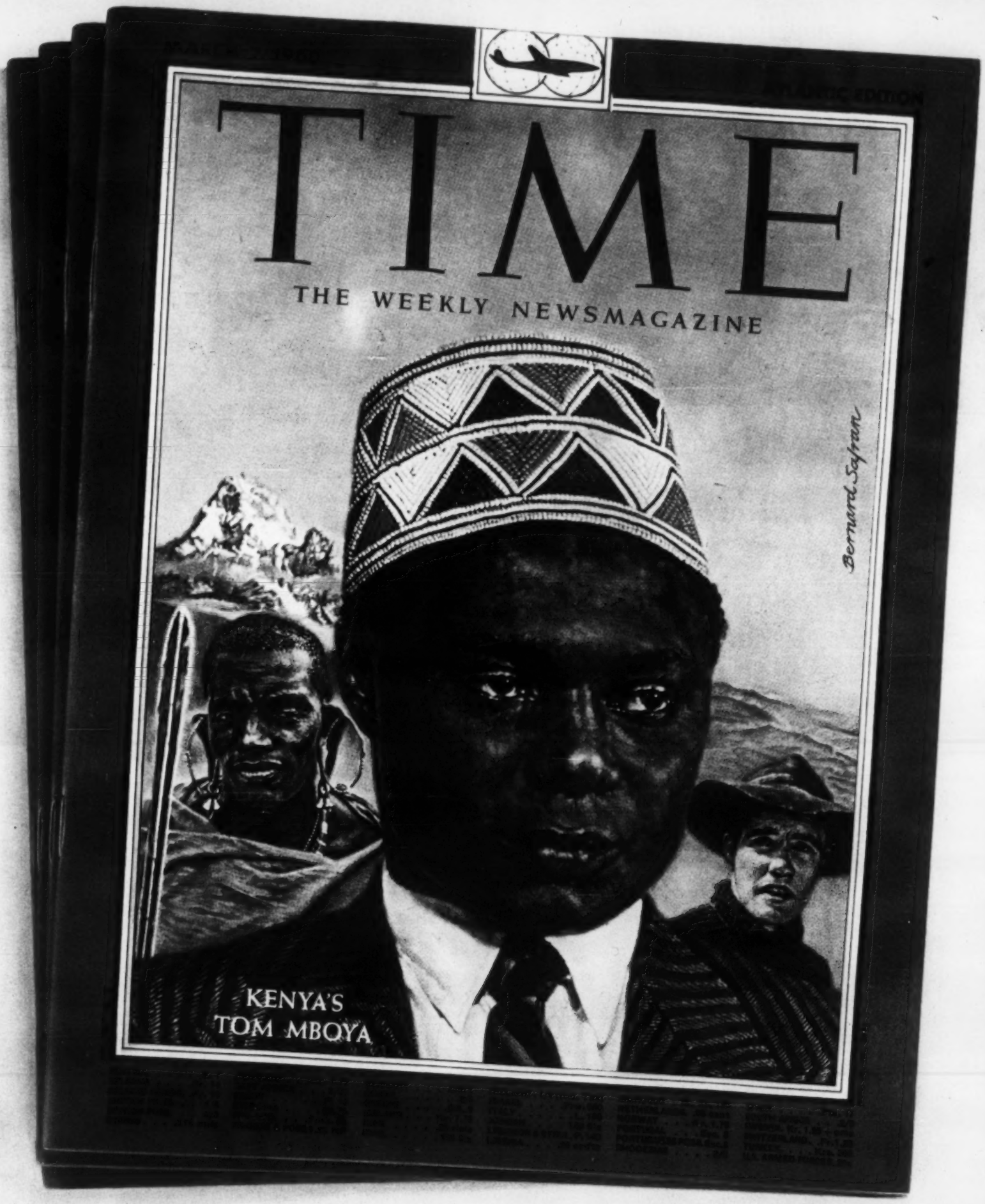
The move marks Noble's first step toward expansion in Latin America. It will handle advertising for more than 30 consumer and industrial brands presently being marketed in that area.

Vynatex Push Announced

Maintenance Inc., Wooster, O., will begin in April the most extensive advertising campaign in its history for Vynatex 23, a new colored coating for asphalt pavements. Twenty-one trade and consumer publications will be used. Palm & Patterson, Cleveland, is the agency.

Gale Blocki Joins WINS

Gale Blocki has joined WINS, New York, as midwestern regional sales coordinator with headquarters at 333 N. Michigan Ave., Chicago. Mr. Blocki was formerly an account executive with Bolling Co.



This is **TIME Atlantic**

Written in English, printed in Paris, rushed by air and rail throughout Europe, Africa and the Middle East • Same vital, news content • Same swift delivery • Same kind of informed influential, executive, professional and government audience that reads TIME in the U. S. • *Only the advertisements are different—they're made for the market!*

TIME, The Weekly Newsmagazine
every week . . . everywhere in the free world

ATLANTIC EDITION: 160,000 *weekly*

Don't Give Competitor Break via Summer Ad Letdown, Cash Urges 4A's

Let's Mend Rigging of Ad Business While We Can, AA's Crichton Says

DENVER, March 1—Norman E. Cash, president of the Television Bureau of Advertising, Saturday called for a halt to the summer letdown in advertising.

Speaking to the Rocky Mountain Council, American Assn. of Advertising Agencies, he asked, "Why have you permitted your clients to take an advertising vacation at a time when they shouldn't? What is this long-standing axiom of marketing that says summer is different and deserves less?

"It seems to me that big differences are hard to find, that summer does not deserve less. Certainly the people are there, disposable income is there, and the media use is there," Mr. Cash said.

"Newspaper circulation remains relatively steady during the summer. Magazine circulation doesn't change that much. And radio, although unmeasured, is outdoors in sizable numbers.

■ "In television, it is perfectly clear that the same number of people view during the summer day as at any other time of the year. But we know they don't spend as much time with our medium in the summer. So, if you want to reach them—if you want to sell them—you should advertise more, not less.

"Would you consider it good business for account executives to take off every Wednesday? Yet advertising's Wednesday is summer. If you're in the business of advertising, it's your business to use every month in the ever-shortening calendar."

Mr. Cash asserted, "No longer can we cling to outmoded ways of doing business. No longer can we afford to coast through the summer. We don't have the time to slow down. No longer can you afford to give the competition a break during the summer. No longer can you afford not to extend product habit into new selling seasons.

"Perhaps we haven't eliminated the cart-before-the-horse approach in marketing. Advertising must lead sales. Sales must keep pace with production. This is another must: American industry must maintain maximum production throughout the year. There can be no summer slump when high labor costs and built-in capital commitments must be amortized. And certainly there can be no summer slump when we face the growing competition of foreign economic systems," he added.

■ John Crichton, editor of ADVERTISING AGE, told the council it would be "a great mistake" for the advertising business to take the viewpoint that Washington's interest in the industry "will simply pass off."

He said, however, there "is no real sign" that any trouble lies ahead for the advertising industry through legislation, adding, "The executive—or administrative—agencies are another matter."

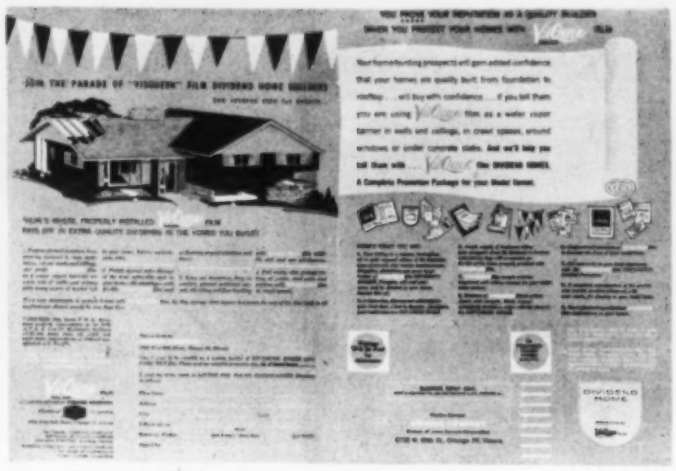
If the government actions are not upheld in litigation—and he expressed the feeling that such actions would be reversed in the courts—"then the regulatory agencies and the advertising business will be about where we were a year and a half ago, except for one thing—the advertising business has lost a great deal of face," he said.

"For this reason, far more than the government's rather piddling complaints," Mr. Crichton noted, "it seems to me that we shall shortly see a determined resurgence of self regulation in advertising.

■ "It is the year of the prudent man" because advertisers, agencies and media "have decided that now is no time to live dangerously," he said.

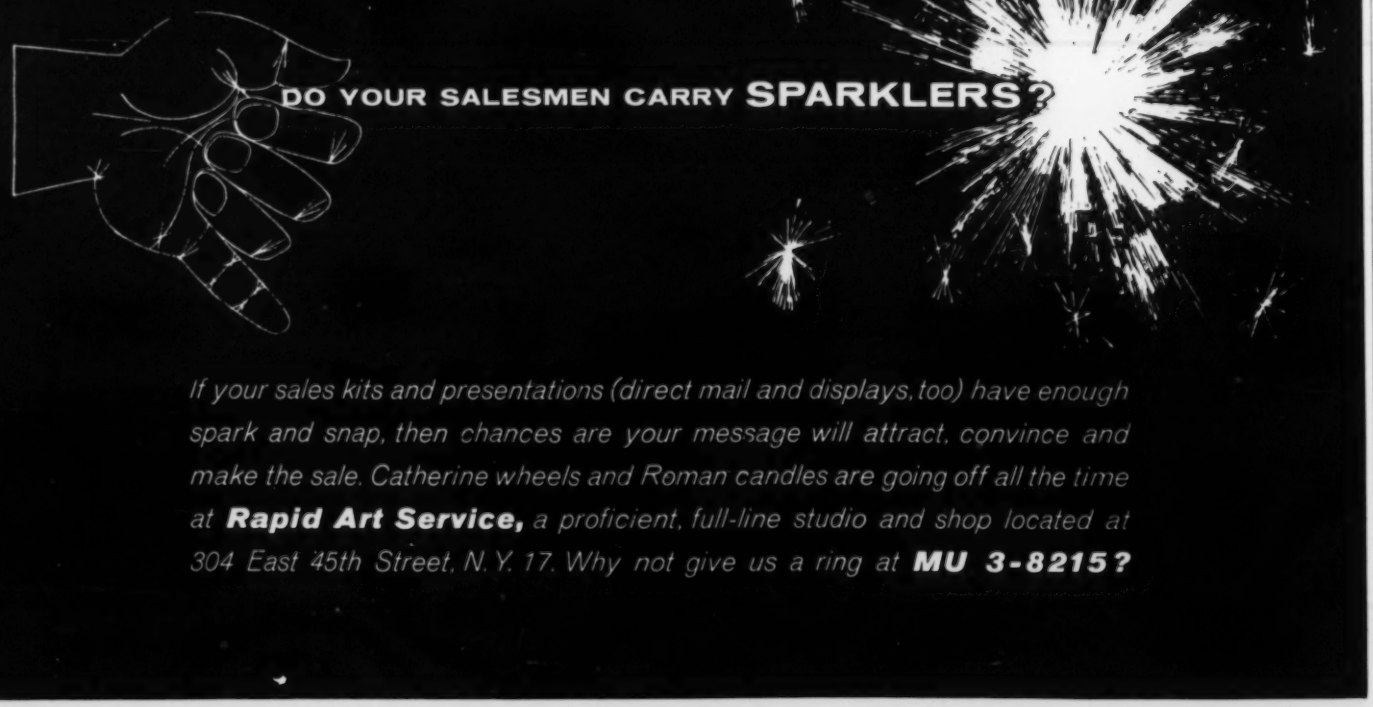
"I hope this is so," Mr. Crichton added, "because it is my guess that the advertising business has about passed through a squall. We can see what parts of the rigging need to be mended, and where the hull leaks. And if we're smart we'll fix it and fix it fast. Because the next time we may get no opportunity." #

SIGN HOLDERS for TRUCKS
TRANSIT BUS STYLE FRAMES
for changeable copy
ADVERTISING CARDS → FREE PHOTO ALBUM
THE YARDER MANUFACTURING CO.
724 Phillips Ave. Sherwood 4-1411 Toledo 12, Ohio



INVITE—*This two-page color insert in the March House & Home invites builders to sign up for the Visqueen film "dividend homes" promotion. The year-long promotion is sponsored by the plastics division of Visking Co., division of Union Carbide Corp., Chicago. Supplementary ads will run in builder publications. Edward H. Weiss & Co., Chicago, is the agency.*

SOUND + PICTURES
AUTOMATICALLY
for dramatized selling and training that sticks
The DuKane Micromatic is *the* sound slidefilm projector adopted as standard by U. S. business and industry . . . fully automatic operation keeps sound and pictures always in perfect synchronization; Redi-Wind film system eliminates film rewinding; built-in DuKane quality assures you of sharp, clear pictures and sound. Add audio-visual impact to your sales messages and your training programs . . . See and hear the Micromatic at your own desk.
For demonstration, write or wire
DuKane CORPORATION
Dept. AA30 St. Charles, Illinois



If your sales kits and presentations (direct mail and displays, too) have enough spark and snap, then chances are your message will attract, convince and make the sale. Catherine wheels and Roman candles are going off all the time at **Rapid Art Service,** *a proficient, full-line studio and shop located at 304 East 45th Street, N.Y. 17. Why not give us a ring at* **MU 3-8215?**

Norge Shifts Four Executives in Officer Election

Walter C. Fisher, formerly director of marketing of the Norge division of Borg-Warner Corp., Chicago, has been named vp of sales, succeeding Harold P. Bull, who was named vp and assistant

Walter C. Fisher Harold P. Bull

to the president. Norge also elected Robert H. Quayle Jr., exec vp since 1958, president, succeeding Judson S. Sayre, who was named chairman of the board and chief executive officer.

Mr. Fisher, in addition to his new sales duties, also will carry the over-all responsibility for Norge advertising. R. C. Larko is Norge director of advertising.

Kalmbach Promotes O'Hearn

Kalmbach Publishing Co., Milwaukee, has appointed Joseph C. O'Hearn assistant to the publisher of *Trains*, a new position. Mr. O'Hearn, with Kalmbach for 20 years, was formerly general sales manager of the company.

This is **TIME Pacific**

Written in English, printed simultaneously in Tokyo and Melbourne, air-speeded throughout the South Pacific, the Far East and the Indian subcontinent • Same vital news content • Same swift delivery • Same kind of informed, influential, executive, professional and government audience as TIME in the United States • *Only the advertisements are different—they're made for the market!*

TIME, The Weekly Newsmagazine
every week . . . everywhere in the free world

PACIFIC EDITION: 100,000 *weekly*

MARCH 7, 1960

TWENTY-FIVE CENTS

MARCH 7, 1960

TIME

THE WEEKLY NEWSMAGAZINE

Bernard Safran

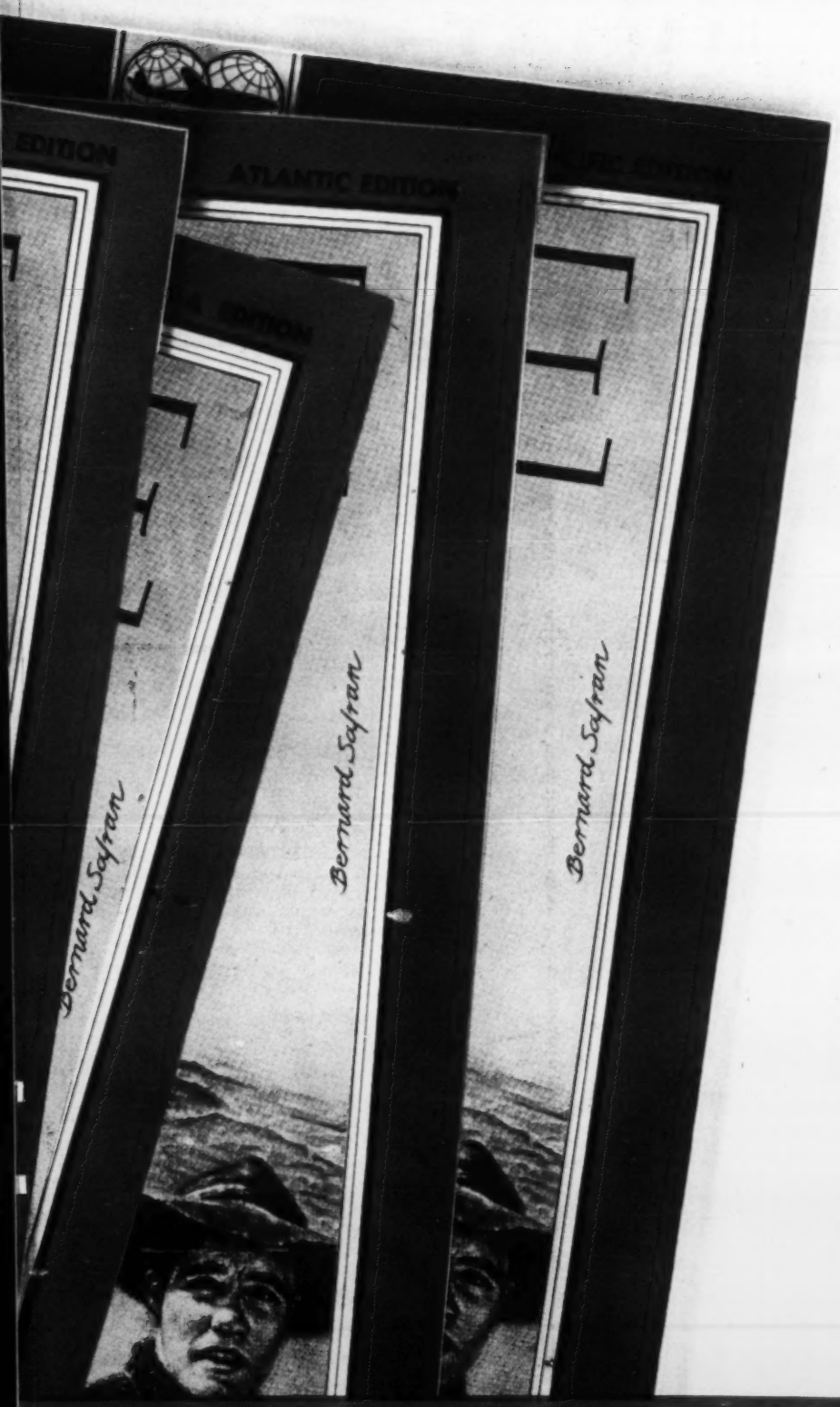
LATIN AMERICA

GAZINE

Bernard Safran

As of this week, TIME's round-the-world circulation reaches an all-time high:

3,000,000



Five editions . . . all in English . . . to carry your message to the opinion-leaders and decision-makers of the free world.

Starting with this March 7th issue more than 3,000,000 copies of TIME will be bought, read, discussed and quoted in some 121 countries around the world. *And at the same time, too*—for the new TIME arrives almost as quickly in Manila, Marseilles, Montevideo and Mombasa as in New York, Washington or on the West Coast.

Through the pages of this one globe-girdling magazine, you can talk to opinion leaders, the business community and your company's *first* customers and prospects everywhere in the free world.

For American and international business, TIME is the one best way—and certainly the most efficient way—to reach key contacts in *all* of the free world markets.

And now you can place your message in TIME at one world-wide, five-edition advertising rate. For instance, a black and white page around the world for only $19,080—or a 13-insertion campaign for $238,149.

Or, you can concentrate your messages in areas that interest you most, by advertising in any *one* edition of TIME—or in any combination of U. S., Canada, Latin America, Atlantic or Pacific.

Wherever you want to sell in the free world, whatever your marketing objectives—there's an edition of TIME to help do the job.

TIME, The Weekly Newsmagazine
every week . . . everywhere in the free world

Shoe Institute Sets Promotion

The National Shoe Institute, New York, has distributed four-page newspaper inserts to advertising managers of newspapers in every state to gain advertiser participation. More than 270 newspapers have requested a two-color version of the insert, a forecast for spring and summer shoes for men, women and children, according to NSI. In addition, the March *Esquire* and *Harper's Bazaar* and May *Parents' Magazine* will make use of NSI material. The drive, estimated at more than $3,000,000, was developed by a committee of advertising managers of shoe manufacturers and retail chains headed by Robert Stolz, of Brown Shoe Co., St. Louis.

Glastron Goes to Gibbons

J. J. Gibbons Ltd., Toronto, has been appointed advertising counselor for Glastron of Canada Ltd., a subsidiary of Standard Glass Products Inc., manufacturer of boats, in Austin, Tex., and Madison, Ind.

Torobin Gets Polyethelene

Polyethelene Bag Mfg. Co. Ltd., Montreal, has appointed Torobin Advertising Ltd., Montreal, to handle advertising for its consumer and industrial divisions.

Gamble Finds Ad Business Booms in Europe, Australia; Doesn't in S.E. Asia, Mid-East

NEW YORK, March 1—Frederic R. Gamble, president of the American Assn. of Advertising Agencies, fresh from a recent swing around the world, is looking forward to the spring of 1962. That's when the Four A's will sponsor the second international meeting of advertising agency leaders.

Mr. Gamble told a press conference last week that the meeting will last from April 23 through May 4, and will be held in New York; White Sulphur Springs, W. Va., and Washington, D. C. He said the aim of the sessions would be to "improve understanding and mutual helpfulness among advertising agency people throughout the world."

Mr. Gamble said that his world tour indicated to him that advertising overseas is in a healthy state. Now in his 31st year as Four A's president, Mr. Gamble returned to the U.S. in December following a two-month trip that took him and his wife to Australia, Singapore, Hong Kong, Bangkok, Bombay, Beirut, Cairo, Rome, Frankfurt, Paris and London.

ETHICS: *Advertising's No. 1 problem.*

■ Everywhere Mr. Gamble went he preached the gospel of U.S. advertising, and a big scrapbook at Four A's headquarters here indicates that he had plenty of opportunities. The record shows that he made 22 speeches, held 16 press interviews and 10 radio interviews,

22 SPEECHES, *26 interviews.*

and participated in a half-hour "Meet the Press"-type television program.

A good deal of this public exposure took place in Australia, where the Gambles spent three weeks, "going from one end of the country to the other."

Of all the places Mr. Gamble visited, he seemed to be most impressed with Australia, which he described as on "the verge of a tremendous boom." The Four A's president said he found Australian advertising very similar to American, although on a much smaller scale.

"If I were a young man and wanted to make $1,000,000, I

BOOM'S *ahead for Australia.*

CLIENTS WILL LOVE YOU

. . . When you tell them that 39% of the nursing homes and homes for the aging plan to either expand or remodel in 1960. Furthermore there's an immediate need for a 70% increase in the total number (more than 16,000) of homes.

Learn the dimensions of this new market in our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

NEW ENGLAND'S 1ST MARKET—MASSACHUSETTS

SUNDAY TELEGRAM
Workers Ordered Back To Steel Mills
The Evening Gazette
Plan E Pulling Away; Victory Appears Sure
WORCESTER TELEGRAM
Voters Retain Plan E By Majority of 4,082

with the Billion Dollar

WORCESTER MARKET

WORCESTER IS YOUR KEY TO

GROWTH... E.B.I. $1,112,205,000* UP 30.4% since 1954.

IMPACT.... Worcester is Reading "Worcester newspaper readership is well above the national average", says Publication Research†

RESULTS.... 86.4% daily coverage with the Telegram-Gazette. Daily circulation 158,215. Sunday—102,957. ABC audit Dec. 31, 1958.

* Source: Sales Management Survey of Buying Power, May, 1959.

† Source: Publication Research Service Study, Sept. 28, 1958 Sunday Telegram.

The Worcester TELEGRAM and GAZETTE
WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives

OWNERS OF RADIO STATION WTAG AND WTAG-FM

would certainly go out to Australia now," he said.

■ Mr. Gamble found the Western European advertising industry quite prosperous also, but he said the countries in between—in southeastern Asia and the Middle East—needed to improve their general economies before advertising could play an important role.

AD PREREQUISITE: *Healthy economy.*

"You have to get enough to eat before you can start thinking about advertising," he noted.

Mr. Gamble paid official visits at the overseas offices of U.S. agencies in every country but one. He was in Bombay for only one day, and spoke before the Bombay Advertising Club, but missed the J. Walter Thompson Co. office there. Aside from that, he said he hit every single office maintained by a Four A's member in the countries he visited.

He missed seeing the new Publicis offices in Paris because he came down with food poisoning.

■ Mr. Gamble has been in Europe several times since the end of World War II, but this was the first time he had been to Germany since before the war. He had studied briefly in Germany, and he did not relish returning to a country which had taken such a physical beating from bombing. He said that it was not too pleasant seeing the "new" Frankfurt, remembering how it used to look.

HIS FLANNEL *is Oxford Gray.*

He visited in Germany with Tom Sutton, then the JWT manager, who has since been shifted to London as managing director. Mr. Sutton has, according to all observers, done a brilliant job for JWT in Germany, and Mr. Gamble suggested, with a slight smile, that one of the reasons for his performance is that he went to Oxford. Mr. Gamble was a Rhodes scholar at Oxford, and he spent his last day in Europe revisiting his alma mater.

■ Mr. Gamble returned home to find the U.S. advertising business still in a state of agitation over the tv quiz scandals, payola, FTC citations and other onslaughts.

The problem of ethics, he said, has become the No. 1 problem of the industry. Overseas, he noted, the No. 1 problem is personnel. A year ago, he noted, he would have said that personnel was also the No. 1 problem here. Now this has been superseded by the ethical problem. #

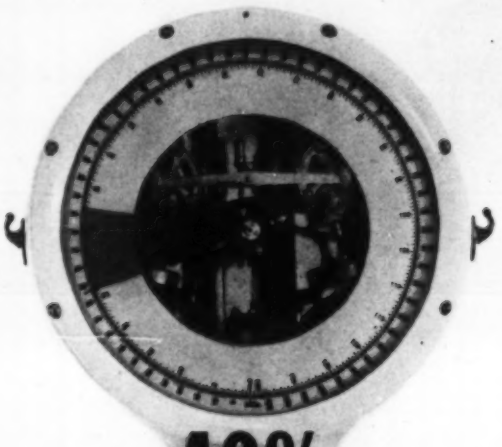
McDonagh Named Ad Manager

John T. McDonagh has been promoted to advertising manager of the Westinghouse Electric Corp.'s Micarta division, in Hampton, S. C. He will be responsible for planning, developing and preparing advertising and sales promotion programs for the division's product lines.

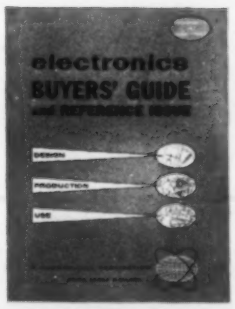
Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

MINIATURE SCALE MODELS
of office, factory and apartment buildings, accurately detailed interior and exteriors.
Models for Interior Decorators and Museums. Diorama Displays for Advertising and Public Relations Promotions.

JOHN H. WELLS & ASSOCIATES
75 East Wacker Drive • Chicago 1, Illinois—DE 2-6033
Write for Folder



42% HEAVIER IN ADVERTISER CONFIDENCE!

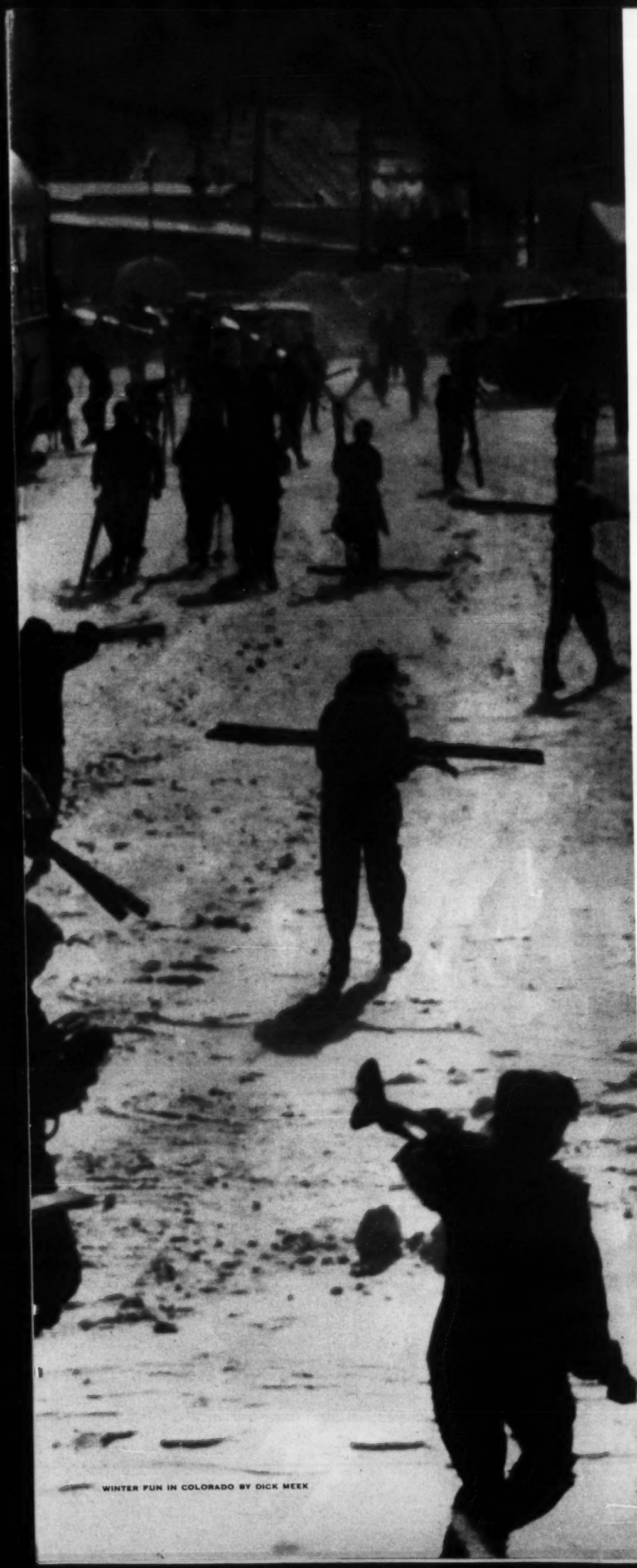


Advertisers, being practical, like things that work! That's why the **electronics** BUYERS' GUIDE and Reference Issue has 42% more advertisers than the nearest competition. With the "GUIDE" advertisers reach more of the right people . . . readers get a correspondingly bigger choice of products and services to select from. Clear evidence that the "GUIDE" carries the most weight in advertiser confidence and acceptance.

Exclusive! 64-page Reference Section that gives buyers basic market, materials, and design data that buyers refer to again and again. The only directory in the field that contains this valuable reference data, Accurate, authoritative, easy to read. 9.62

electronics Buyers' Guide and Reference Issue
THE ELECTRONICS MAN'S BASIC BUYING BOOK
A McGRAW-HILL PUBLICATION
330 West 42nd St., New York 36, N. Y. ABP ABC

1960 Issue Closing Dates: Published July 20; Complete Plates May 1



WINTER FUN IN COLORADO BY DICK MEEK

SPORT BRINGS OUT THE BEST IN PEOPLE

and Sports Illustrated brings out the best <u>of</u> people

—900,000 active families of them every week. They wouldn't be reading a sports magazine if they weren't active people. And such people simply have more needs and more opportunities to get around; to entertain their friends; to drive their cars; to go places (like these skiers, for instance, detraining happily at Colorado's Winter Park); to keep fit; to dress up in their best. For active people make active markets. It stands to reason that you sell more to people who do things. That's why advertising looks right, feels right, *is* right in SPORTS ILLUSTRATED.

THE FIRST MARKET TO BUY

PHOTO REVIEW OF THE WEEK

R. O. P. — *Displays of r.o.p. color at the color clinic of the Richmond Newspapers Inc. (AA, Feb. 29) are examined by three ad directors: (left to right) R. S. Stephenson, Richmond Newspapers; Frank Gatewood, Washington Post; and Glenn Arthur, Post-Crescent, Appleton, Wis.*

Tal Holland Ariely Schneider

SWAPPING EXPERIENCES—*U. S. admen Gus Schneider, who just retired as vp in the Chicago office of Young & Rubicam, and Arthur Holland, president of Malcolm-Howard Advertising Agency, check on how E. Tal and A. Ariely, owners of Tal & Ariely agency in Tel Aviv, handle an Israeli wine account. The agency, one of Israel's largest, employs 24 people and billed $775,000 last year.*

MANSION—*Cincinnati's Keelor & Stites Co. recently acquired a 19th century town house at 318 Broadway, in the center of town, and has converted it for advertising agency purposes while preserving its Victorian charm. The building has been made functional only to the extent of adding an elevator, a dumb-waiter and an intercom system. To the left is the characterful limestone entrance door; to the right is the office of President T. J. Nolan Jr. It was formerly the drawing room.*

EMOTIONAL PITCH—*Eaton Paper Corp., Pittsfield, Mass., is using this b&w page and a facing one-third page in the April Seventeen to plug its stationery via an "emotional appeal." Similar ads will run in McCall's and The New Yorker. Anderson & Cairns, New York, is the agency.*

Dutkowski Protzel Eboli Betancourt Garcia-Pena Leuenroth Barnet Novas Wilson Dichter Burke Vilmar Reffler Hull

INTERNATIONAL ADMEN—*Meeting at the International Advertising Assn. convention in Caracas were such media and advertising people as Mack Burke, Chicago ad manager of the international editions of Time and Allen Reffler, eastern ad director for the international editions of Life. With them are Samuel Vilmar, president, Companhia de Incremento Negocios (CIN), Brazil, and Harwood Hull, exec vp of Publicidad Badillo, Puerto Rico; Ernest Dichter, president, Institute for Motivational Research, speaks to the group. With him on the dais are Mario Garcia-Pena, head of Propaganda Epoca of Columbia; Cicero Leuenroth, president, Standard Propaganda, Brazil, and Joseph Novas Jr., convention president and head of the Caracas agency bearing his name. Visible behind Dr. Dichter are Sylvan Barnet, Barnet & Reef, New York, and Elmo C. (Bud) Wilson, International Research Associates. McCann-Erickson quartet present were Alberto Betancourt, manager, and Dr. John S. Dutkowski, research director, in the Caracas office; Roberto Protzel, Peruvian manager, and Italo Eboli, manager, Sao Paul office in Brazil.* *(Story on Page 2.)*

Whaite Braunstein Reporter Van Zeeland Numann Mazzucchi Leuenroth Simas Muller Dallmeyer

CARACAS MEETING—*Between sessions at the convention of the International Advertising Assn. in Caracas were Jacques Braunstein, Publica Publicidad, Caracas; Franklin Whaite, Publicidad Ars, Caracas, being interviewed by a reporter for El Nacional, Venezuelan daily: Peter Van Zeeland, president, Philips of Venezuela; S. W. Numann, ad director, Philips of Holland, Dutch electronics manufacturer; Edward Mazzucchi, Publicidad Ars; Cicero Leuenroth, president of Standard Propaganda of Brazil; Evaldo Simas P., Brazilian agency man; Freddy Muller and Charles Dallmeyer of CORPA, Venezuelan agency.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

"The art director makes up the layout; the illustrator is relegated to the ranks of draftsmen and copiers."

Ad Painting Less Fun, but It Pays: Rockwell

But Artist Concentrates on 'Post' Covers, Which He Finds Also Lucrative

By James V. O'Gara

STOCKBRIDGE, MASS., March 2—"When I was a young illustrator," said Norman Rockwell with a chuckle, "a couple of us stuck needles into our fingers and swore in blood that we'd never do advertising work. Now look at me."

Since that long ago day, Norman Rockwell has seen countless advertising illustrations pass over his easel. At a guess, maybe a thousand, or more. But he knows precisely how many *Saturday Evening Post* covers he's done since May, 1916—307. But "people very seldom talk about my ads; as a matter of fact, you're the first person who's ever interviewed me about them."

Now 66, Mr. Rockwell has done ad illustrations for Pratt & Lambert paints, Fisk tires, Mobilgas, Cream of Kentucky whisky ("That got me some 'how could you?' fan mail"), Sunkist raisins, Swiss Watchmakers, Pan American, Montgomery Ward, General Motors, Maxwell House, Waltham watch, Jell-O, Post bran flakes, Ipana toothpaste, Piso "for coughs and colds," and Parker Pen.

■ In his recently published book, "My Adventures as an Illustrator," also running serially in the *Post*, Mr. Rockwell recalled signing a contract in 1921 to do 12 Orange

Crush ads for $300 each.

"I knocked off the first two or three pictures without any trouble," he wrote. "Then I began to experience some difficulty working the bottle into the scenes . . . I dreamed about bottles of Orange Crush, long lines of them—quart size, regular size—marching down on me, all the labels distinctly readable. A stampede of bottles. I'd wake up in the middle of the night screaming, 'Orange Crush, Orange Crush!' "

He pledged then he'd never again sign a contract. And he hasn't. (Today he was drinking Coke.)

In his book, Mr. Rockwell added that he "enjoyed most of the advertising campaigns I've done for Edison Mazda Lamp Co., Montgomery Ward and Massachusetts Mutual Life Insurance Co."

■ Slightly bent by an aching back, brought on when he was overmatched in a tussle with his garage door, Mr. Rockwell sat a bit stiffly in a hardrock maple rocker. Around him was a studio that was as neat and glistening as a surgical operating theater, but nonetheless comfortable and homey and somehow right.

He talked and laughed, and he was fleetingly glum, jaunty, frowning, droll and doleful. But his changes of mood seemed anchored in a persevering urbanity and amiability. He was, as *Post* Editor Ben Hibbs has put it, "about as naive as Nikita Khrushchev—in a nicer way, thank God."

Mr. Rockwell recalled for a visitor that "Bruce Barton was editor of a magazine called *Everyweek*, or something. Gee, it was going swell, but it had no advertising. Its first account was Edison Mazda. Bruce was young, and I was young, and we had a grand time. He'd think up ideas on the origins of light and I'd do the ad illustrations."

■ What Mr. Rockwell regards as "one of the best" of his advertising campaigns was never published. His book ("I haven't read it yet; it was written by my son, Tom") recalled that it was for Old Gold cigarets.

"The agency built the campaign around the idea that cigarets were 'pirates' gold,' and I did four paintings of pirates. Then someone came up with the slogan, 'Not a cough in a carload,' and the agency junked 'pirates' gold' and my paintings. I've always wondered what happened to the paintings; as far as I know they were never used."

(Mr. Rockwell will learn here that the "someone" who dreamed up "Not a cough in a carload" was his old friend, the late Phil Lennen, then head of Lennen & Mitchell, who unsuccessfully offered Mr. Rockwell $25,000 a year to work exclusively for L&M.)

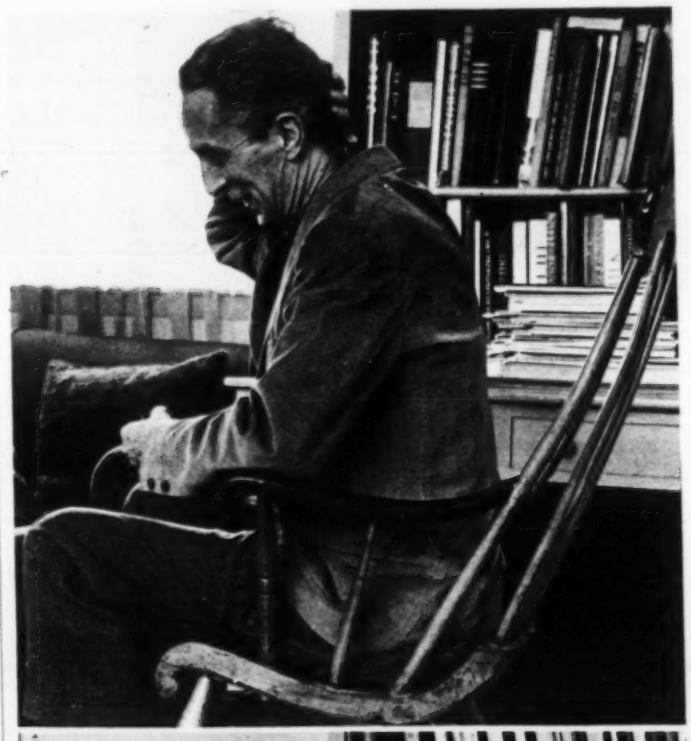
Showing a visitor some albums of ad illustrations from his painting past, Mr. Rockwell is likely to remove his pipe from between his teeth and blurt out (as he did when he came across an oldtime Beech-Nut gum ad), "God, that was terrible. That's the trouble, I'm ashamed of them. They're so corny."

■ But corn seems to be a continuing, and enjoyed, condiment in the Rockwell recipe. Talking about his ad series for Crest toothpaste—"Look, ma, no cavities"—Mr. Rockwell said he had his photographer, Clem Kalischer, take maybe 50 pictures of children. (Mr. Rockwell works only from photos today.)

"Half the job is being a movie director. I kid them and move them around, and maybe one photograph gives me what I'm after. Then I work from it and make the mouth wider and the cheeks rosier. You know, put a little more corn into it."

A leggy, lean man in gray slacks, corduroy jacket of indeterminate beige, with a solid dark-blue shirt dominated by a silver-and-maroon striped bow tie riding jauntily askew, Mr. Rockwell admitted his family kids him about his advertising work. "They see my 'Look, ma, no cavities,' and they say, 'Stop wasting your time'."

He looked rueful and lost for a moment; then his angular face creased with a wide, delighted grin. "And I tell 'em," he chortled, "that that's the kind of stuff helped



"I can't complain. Advertisers and art directors have been good to me."

ART TALKS—*Mr. Rockwell, shown as he was interviewed by AA's Jim O'Gara.*

put them through college."

■ Perhaps this kind of raillery led Mr. Rockwell to entertain for a time the idea of erecting a weathervane atop his barn-converted-into-a-studio—a weathervane capped by a metal replica of a Crest toothpaste tube. Mr. Rockwell thus far has subdued his impish impulse, but if you drive through Stockbridge some day and spot an outlandish weathervane . . .

Mr. Rockwell once had a telephone pole, with all its accoutrements, planted in the yard outside his studio. This wasn't a reply to jibes, but a manifestation of the artist's devotion to realism. His assignment was to create an ad layout for the American Telephone & Telegraph Co., and he wanted to do a telephone pole that looked exactly like a telephone pole.

He once did an illustration of an Overland auto that was "just as hard to do as a *Post* cover.

"It drove me crazy," he said. "Every bolt and screw had to be just right, or somebody would complain that his car didn't have it."

■ But most of his ad-ventures, he said, "are quick and easy money." Nowadays they are mostly pencil sketches that "take a day and a half." Mr. Rockwell looked momentarily morose. "They don't ask me to do those big advertising pictures any more," he said. Then,

"I can never say no to anybody about anything."

brightening and chuckling, he added, "But I don't want to do them, and I don't take them on."

■ He said Crest, after the no-cavities effort, wanted a whole series of layouts centering on the dentist's office. But Mr. Rockwell declined—and declinations come hard to him, ("I can never say no to anybody about anything"). Nevertheless, he turned down the dentist office assignment. "That's a painful place," he said, "and besides, I have no time for a whole series of anything."

His time these days is devoted completely to *Post* covers, a few ads, and an uncompleted 6x18' mural for Berkshire Life Insurance. The mural, he said, "has a couple of thousand people in it; whenever I think of it, I get sleepy."

■ Much of the enjoyment of ad illustration is gone for Mr. Rockwell. "When you get older," he said with a twinkle, "you look on your youth as a kind of golden age. In those days, an art director was an office boy. But they built themselves up and started to control the situation. Illustrators are hard put to it these days; now an art director tells you what to do and how you are to do it. The art director makes up the layout, and the illustrator is relegated to the ranks of draftsmen and copiers.

"I like ad illustrations to tell stories, like the old Piso's for coughs and colds. You could do pictures for ads in those days.

■ "Nowadays, the hard sell must be in it, and it's not much fun to paint. They call you up and ask you if you'd do an institutional campaign, but pretty soon you find out that the kid in the 'institutional' ad must be looking around a can of soup, with the label showing. In the old days, you painted an institutional picture, and the product was only incidental."

Then, in a laughing afterthought, he added, "But I can't complain. Advertisers and art directors have been good to me."

Advertising now, as far as Mr. Rockwell is concerned, is a quick, easy buck. Doing *Post* covers is hard, sweaty, cussed, but soul-satisfying work. They are his "real enjoyment."

He admires modern artists, and he likes much of their work. But that stuff is not for his brush. He likes realism and sunny vignettes from life. Mr. Rockwell sometimes seems apologetic about his own work, but when he's asked about this, he replies, with pseudo-solemnity, "I'm always hoping for an argument."

■ Last year, it developed, the Society of Illustrators "gave me a gold medal for my contributions to American illustration, and they showed some of my work. This year they're having another showing, and they asked me to send them another picture. I did, but they turned it down."

He rubbed his chin reflectively for a moment, then said, "It's a modern, 1960 show, I guess." Then his dejection was shattered by a belly laugh—"They just don't want this blankety-blank oldtimer in their show." #

RECIPROCATION—*This ad for Parker Pen, illustrated by Mr. Rockwell, has a "plot" reminiscent of a classic de Maupassant story.*

The CLIPPER Creative ART SERVICE

There are many clip art catalogs available, but ONLY ONE *complete art and layout service.* Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

$1.00 to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $30.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

SALT LAKE 1½ MILLION SALT LAKE 1½ MILLION

If 1½ million is a "must" market... Salt Lake's a must!

SALT LAKE IS AN EXCEPTIONAL MARKET that's the exception to buying by the city population only. In addition to reaching and selling the nearly ½ million persons in greater Salt Lake City, an advertising schedule in The Salt Lake Tribune and Deseret News and Telegram OPENS

THE DOOR TO A MILLION MORE prosperous prospects in the four-state area served by these two metropolitan newspapers. That's why we say, "There's more to Salt Lake than Salt Lake." And 1½ million is a "must" market no matter where you find it.

The Salt Lake Tribune (MORNING & SUNDAY)

NAC NEWSPAPER AGENCY CORPORATION

DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by [illegible] ITT, Metro Comics Network.

SALT LAKE 1½ MILLION SALT LAKE 1½ MILLION

SALT LAKE 1½ MILLION · SALT LAKE 1½ MILLION · SALT LAKE 1½ MILLION · SALT LAKE 1½ MILLION

not so private eye

... in point of fact, a most public one, with perhaps the best-known address in the USA: 77 Sunset Strip.

Private Eye Zimbalist is, of course, a household face in millions of homes. And 77 Sunset Strip, along with such other programming successes as Maverick, Leave It to Beaver, The Real McCoys, The Untouchables, does much to explain why ABC-TV is now first or second in share of audience every night of the week. And *never* third.

As more and more people choose ABC, they are in turn chosen. For any philosophy of programming must, by its nature, select its particular audience. In ABC-TV's case (with its new, younger stars) this would have to be an audience of *younger* homes . . . families with a consuming interest in products as well as programs. And from cars to cleansers, America's blue-chip sponsors know it.

COMING UP IN '60: an even stronger, prime-time-lineup to consolidate ABC-TV's rise to the fore. New properties like The Islanders, Stagecoach West, Naked City, The Corrupters, Asphalt Jungle, The Flagstones, Bugs Bunny half-hour cartoon series, Guestward Ho!, and Men From Miami (hour-long show from Warner Bros.). Plus greater balance of programming by way of our new *special* look: The Churchill Memoirs and significant documentaries like "Korea, The Forgotten Country."

One final thought. The cost of doing business with this young and responsive audience is now $2.88 per M homes. Statistically clear proof that the most efficient buy in network television today is ABC Television.

WATCH ABC-TV IN '60
(more people will!)

KYW is way up in Cleveland!

KYW influences more sales than any other radio station in the nation's sixth market in Total Retail Sales. Size it up--KYW is your No. 1 radio buy in Ohio's No. 1 market.

Represented by AM Radio Sales Co. Westinghouse Broadcasting Co., Inc.

WBC

Farm Publication Advertising Expenditures by Classes

1959 and 1958
(37 Farm Publications)

Source: Farm Publication Reports Inc.

	1959	1958
AGRICULTURE	$26,295,277	$23,864,368
General & Industrial Equipment	1,157,207	1,053,954
Irrigation Systems, Equipment & Supplies	290,768	464,769
Farm & Crop Equipment	5,562,942	4,553,794
Farm Tractors	3,679,233	3,310,677
Dairy, Poultry & Livestock Equipment	1,718,126	1,688,648
Dairy, Poultry & Livestock Food	3,680,569	3,508,852
Dairy, Poultry & Livestock Health Products & Services	4,058,682	3,767,103
Agricultural Chemicals & Fertilizers	3,340,388	3,237,932
Pest Control	208,300	128,316
Seeds, Bulbs & Plants	1,866,239	1,533,977
Miscellaneous	732,823	616,346
AUTOMOTIVE	5,936,943	5,627,240
Cars & Bodies	844,100	824,272
Trucks, Buses, etc.	2,019,670	2,115,973
Industrial & Garden Tractors	174,858	119,022
Tires & Tubes	1,808,158	1,470,163
Accessories & Equipment	1,090,157	1,097,810
AVIATION	96	239
BEER & WINE	13,764	11,249
CONSTRUCTION	3,403,252	2,867,034
Building Materials	2,167,379	1,734,645
Major Systems & Appliances	373,118	368,246
Fencing	553,874	459,728
Paints & Varnishes	308,881	304,415
CLOTHING	445,611	450,746
DRINKS & SWEETS	104,378	178,627
SERVICES & COOPERATIVES	1,165,807	1,242,474
DRUG & TOILET PRODUCTS	1,570,670	1,688,169
Cosmetics & Health	283,178	464,127
Medical	1,287,492	1,224,042
ENTERTAINMENT	65,233	51,851
FOOD & FOOD PRODUCTS	1,883,703	1,894,570
Ingredients	806,731	959,527
Canned & Packaged Foods	546,525	480,013
Beverages	253,658	157,891
Miscellaneous	276,789	297,139
GAS, OIL, ETC.	1,902,567	2,113,268
HOUSEHOLD EQUIPMENT & SUPPLIES	2,043,513	1,575,317
Major Appliances	1,518,591	1,045,556
Minor Appliances	524,922	529,761
HOUSEHOLD FURNISHINGS	337,434	411,740
INSURANCE & FINANCE	1,121,476	982,330
JEWELRY & OPTICAL SUPPLIES	76,546	70,523
OFFICE EQUIPMENT, ETC.	21,033	22,170
PUBLIC RELATIONS	14,568	63,896
PUBLISHING & MEDIA	574,076	564,577
RADIO STATIONS	48,386	62,498
RADIOS & MUSICAL INSTRUMENTS	101,063	124,491
RETAIL & MAIL ORDER HOUSES	356,423	746,580
SMOKING SUPPLIES	726,930	665,937
SOAPS, DETERGENTS, CLEANSERS & POLISHERS	257,596	313,735
SPORTING GOODS & TOYS	375,349	343,921
TRAVEL & RESORTS	133,852	258,700
Transportation	118,968	242,004
Accommodations	14,884	16,696
MISCELLANEOUS	131,399	219,681
TOTAL COMMERCIAL ADVERTISING	49,106,945	46,415,931
POULTRY DISPLAY ADVERTISING	865,805	951,227
LIVESTOCK ADVERTISING	465,237	408,625
CLASSIFIED ADVERTISING	1,206,904	1,130,879
GRAND TOTAL	51,644,891	48,906,662

Appliance Ads Rose 30% in Farm Publications in '59

CHICAGO, March 1—Although, as was to be expected, advertising of agricultural products bulked large in total expenditures placed in 37 farm publications measured by Farm Publication Reports Inc. during 1959, this category did not show gains over 1958 as impressive as some other categories.

Total advertising in these 37 publications increased from $48,906,662 in 1958 to $51,644,891 in 1959, a 5.6% increase. The agriculture category showed a gain of 10%, from $23,864,368 in 1958 to $26,295,277 in 1959.

■ But, more interestingly, some other categories showed much more significant gains. Household equipment & supplies, meaning major and minor appliances, led the list with a gain of about 30%; entertainment registered a 25% gain and beer & wine a 22% gain. Construction advertising went up about 19%. Automotive advertising registered a gain of 5.5% only.

The full tabulation of gains and losses in all categories, just released by Farm Publication Reports, is reproduced above. #

Trane Promotes Spirduso

Donald F. Spirduso has been promoted to assistant advertising manager of Trane Co., La Crosse, Wis., manufacturer of air conditioning, heating, ventilating and heat transfer equipment.

Adds 'Perspectives'

Le Droit, Ottawa, will distribute *Perspectives*, the French-language edition of *Weekend Magazine*, beginning Sept. 10. *Le Soleil*, *La Tribune*, *Le Nouvelliste* and *La Voix de l'Est* also distribute it.

Cummings, Dowse Join Palmer, Codella Agency

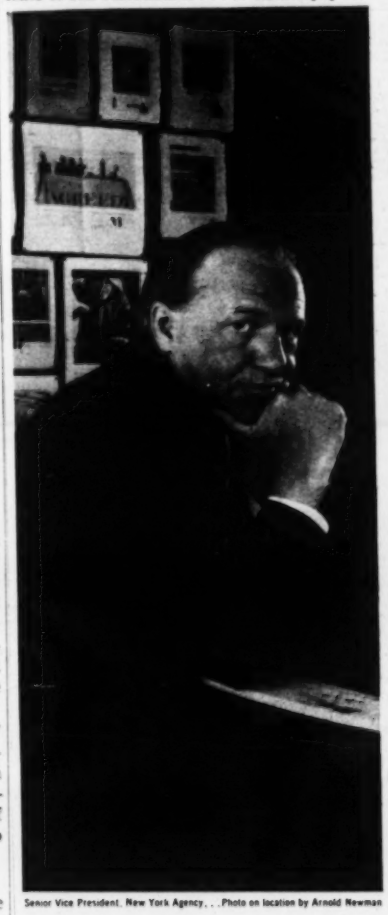
Palmer, Codella & Associates, New York, has appointed Ralph Cummings senior production manager and William H. Dowse an account executive for sales promotion. Mr. Cummings formerly was with Fred Wittner Co. Mr. Dowse formerly was assistant to the ad manager of Johnson, Matthey & Co., London.

Palmer, Codella has announced it has expanded to where it now occupies three floors at 420 Madison Ave. The agency began operations in November, 1958, in a single office and now reports it is billing at a rate between $6,000,000 and $7,000,000.

Tracy-Locke Adds One

Southwestern Life Insurance Co., Dallas, has named Tracy-Locke Co., Dallas, as its agency. Crook Advertising Agency, Dallas, is the former agency of record.

A man who takes pride in his work gets a lot of solid satisfaction out of businesspaper advertising. It's a medium that's strictly for pros—you and the men you're talking to. You get a kick out of writing the kind of knowing advertising it takes to sell businessmen . . . in businesspapers.



Senior Vice President, New York Agency. . .Photo on location by Arnold Newman

Advertising in businesspapers means business

as any advertising man who knows his business will tell you—*because*

men who read businesspapers mean business

ABP ABC

good business advertising works best in a good businesspaper—an ABC-audited, bought-and-paid-for ABP paper

ASSOCIATED BUSINESS PUBLICATIONS • 205 E. 42nd St., N. Y. 17
201 N. Wells St., Chicago 6, Ill. • 1004 National Press Bldg., Wash. 4

The Protestant Religious Market — One of America's **BIG** Markets

There are more than 60 million church-connected Protestants in America.

Their churches and institutions constitute a $2.2 billion market.

Churches and related institutions buy instructional supplies, audiovisual equipment, books, office supplies and equipment, organs, pianos, furniture, buses, kitchen and dining equipment, fuel, fences, play and recreation equipment, construction materials and thousands of other products and services.

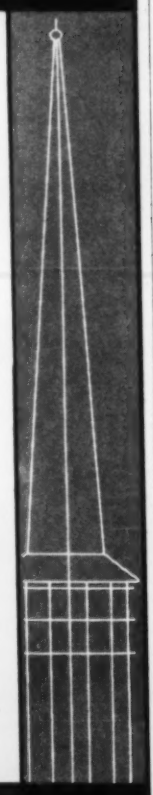
The Protestant Religious Market is a big market.

CHRISTIANITY TODAY, the magazine edited for the leaders of the Christian World, offers you top coverage of this big market through practically 100 per cent saturation of the important buying factors. In terms of readership this means:

- **Coverage of 200,000 key Protestant leaders of all denominations**
- **Every reader a buying factor—no waste circulation**
- **81 per cent readership by subscribers (independent survey by Opinion Research Corp.)—the highest readership among religious magazines**
- **Editorial vitality guaranteed by 140 contributing editors in all parts of the world**

CHRISTIANITY TODAY *is your "one magazine coverage" of the Protestant Religious Market.*

Write today for rates and data.



CHRISTIANITY TODAY
Washington Building, Washington 5, D. C.

CAMPAIGN—*This is the first in a series of color pages to be used by Western Farm Bureau Life Insurance Co., Denver, in seven state farm papers in the West. Later, the campaign expands into regional editions of national farm publications and the Select-A-Market program of The Saturday Evening Post. The Jefferson City, Mo., office of Hall, Haerr, Peterson & Harney handles the account.*

Paper Goods Sales Hit $12 Billion in '59, Association Reports

NEW YORK, March 2—Paper and paperboard reached an alltime high in production and dollar sales in 1959, the American Pulp & Paper Assn. announced last week.

Output in 1959 amounted to 34,000,000 tons, 11% more than the 30,700,000 tons produced in 1958 and 8% more than previous record level of 31,400,000 tons produced in 1956.

Sales of paper and paper products in 1959 totaled $12.1 billion, an 11% gain over $10.9 billion in 1958 and 17% more than the $10.3 billion in sales rung up by the industry in 1956.

In a special report prepared for annual paper week (Feb. 21-25), the pulp and paper group reported that 1959 dollar sales brought the rate of profit in the paper and paper products industry above levels of 1957-1958. Profits in 1959 were placed at about 5.2% of sales after taxes.

Wood pulp output in 1959, the group said, was more than 24,000,000 tons, up 11% over output the previous year. #

Kal Kan Launches Drive for Freezer Pak Pet Food

Kal Kan Foods, Los Angeles, began a six-week introductory campaign March 3 for a new product, Kal Kan Freezer Pak, a dog and cat food. Initially, the campaign will be confined to Southern California, which is the extent of its current distribution. Over the six weeks, a total of 61 daily and weekly newspapers will carry up to three insertions of either 150-line or 250-line ads.

Headlining the product as "Fresh! Out of the Freezer," ads describe the new product as high in meat protein content, with vitamins and minerals sealed in due to quick freezing. Similar campaigns will be used as distribution is obtained in Northern California and the remainder of the Pacific Coast area. Fuller & Smith & Ross, Los Angeles, is the agency.

Bealer Joins Giannini Controls

Peter L. Bealer has joined Giannini Controls Corp., Pasadena, as director of advertising. Mr. Bealer was formerly with Telecomputing Corp.

Mintz Joins Landers, Frary

Seymour Mintz has joined Landers, Frary & Clark, New Britain, Conn., manufacturer of Universal home appliances, as assistant to the president, Harry T. Silverman. Mr. Mintz formerly was president of Bamm Corp., New York, manufacturer of coffee brewing equipment. Mr. Mintz, who has also been president of CBS-Columbia and advertising vp of Admiral Corp., will be responsible for developing merchandising and promotion programs at Landers, Frary & Clark.

'Marina' to Bow in April

Marina, a quarterly trade publication covering design, construction, operation and maintenance of marinas, is scheduled for initial publication in April with a controlled circulation of 13,575. Peter Ball, publisher of *Marine Dealer* and *Marine Dealer Purchasing Guide*, Southport, Conn., is publisher. Ad rates are expected to be announced later.

FILTERS—*This two-color spread in The Saturday Evening Post in March is part of the largest consumer drive for its filters to be run by Fram Corp., Providence, R.I. Other ads will run in the Post, plus a spread in Life in April. Spot radio and outdoor also will be used. Noyes & Co., Providence, is the agency.*

Hinde & Dauch Boosts Aldrich

Richard S. Aldrich has been named manager of marketing services for the Hinde & Dauch division of West Virginia Pulp & Paper, Sandusky, O. He replaces William F. Westerhold, who has resigned to accept another position. Mr. Aldrich joined Hinde & Dauch in 1954 as a staff assistant in the public relations and advertising department.

GRAPHIC ARTS BUYER
GLOSSARY OF GRAPHIC ARTS TERMINOLOGY
An aid to communication for everyone in the Graphic Arts. Compiled by Don Davis, Editor of GRAPHIC ARTS BUYER, about 128 pp., hard cover. $2.50. Pre-publication special $2.00. DURALITH PUBLISHING COMPANY, INC. 1025 RACE ST., PHILADELPHIA 7, PA.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
A Member of Million Market Newspapers, Inc.

Along the Media Path

• California Newspaper Publishers Assn. awarded the **Los Angeles Examiner** its top award for general excellence for daily newspapers having a circulation of more than 7,500.

• **Toledo Blade** will mark its 125th anniversary this year with a series of special projects in community service. First of two such projects will be reports from its religion editor, on a 25,000-mile air journey through Africa, Asia and the Middle East during the Lenten season, on the American church missions' role in a changing world. The *Blade* has also planned a safari to the interior of British Guiana and Brazil to get new specimens for the city's zoo.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities make better advertising easier.
Metachrome, Inc. 9 E. Ohio St., Chgo 11 Tel., Michigan 2-6482

• **Lakewood Jefferson Sentinel** and the *Colorado Springs Free Press* each won a pair of sweepstakes awards for general excellence and typography and presswork at the 82nd annual Colorado Press Assn. convention.

• **Norwich Bulletin**, Norwich, Conn., morning newspaper, has changed the name of its Sunday edition from the *Bulletin-Record* to the *Bulletin*.

• **Philadelphia Inquirer**, in cooperation with the Delaware Valley Photo Dealers Assn., will sponsor a camera show May 5-7 at the Sheraton Hotel in Philadelphia. The *Inquirer* will distribute a supplemental photographic guide with all editions of its May 5 issue.

• Plans have been completed and construction will be started in the near future for a $500,000 office and studio facility building for **WERE-AM-FM**, Cleveland.

• The Feb. 21 issue of the **New York Sunday News** had 15 separate sections, totaling 716 pages, an increase of 48 pages over its previous high of 688 set Dec. 6, 1959.

• In a new promotion brochure, **Coronet** employed the language of the 3,000-year-old Bharatha Natyam dance technique from India with a series of photographs using the dancer's hands to tell the story of its growth, good will and future.

• On Feb. 19, the **News-Journal**, Mansfield, O., published a two-page exchange section in cooperation with the *Chronicle Advertiser*, Mansfield, Nottingham, England. Two pages including paid advertising were prepared by each paper, and page mats were exchanged, with each Mansfield newspaper printing its two pages along with the two pages from its sister-city newspaper.

• **Mutual Broadcasting System** has launched its new series of 20, 30, 60 and 90-second promotional announcements to be heard on the coast-to-coast network. Additional copy, pinpointing primaries, the conventions and the Presidential election itself, will be added to the campaign through Nov. 7. The campaign is designed to emphasize to the listening public the importance of radio in a Presidential election year.

• **Cosmopolitan** has been cited by the Education Writers Assn. for its "outstanding interpretation of education to the public," for the article in its September 1959 issue, entitled "Thirst for Knowledge."

• **Brand Names Foundation** has compiled its "Carnival of Brands" merchandising/promotion kit which contains art ideas, copy slants, merchandising aids for retailers, house ads, and idea starters for Brand Names Week. Additional information may be obtained from Brand Names Foundation, 437 Fifth Ave., New York 16.

• **Edward H. Weiss & Co.**, Chicago, ran a page ad in the *Metropolitan Opera House Guide* for the week marking what is said to be the first time in the 75-year history of the publication that copy about an advertising agency has appeared in the *Guide*.

• **Department of New Laurels:**
Investor's Future reports advertising totaled 60 pages for the first quarter of 1960, compared to 22 pages in the comparable 1959 period.

Look advertising pages for the first quarter of 1960 totaled 348 pages, an increase of 55 pages over the first quarter of 1959. Advertising revenue was $11,854,000, a 26.9% increase over the comparable 1959 period.

Financial World reports its ABC circulation for the last six months of 1959 reached an alltime high of 67,062. It compares with 58,089 for the same period in 1958. #

Robinson, Fenwick Names Two

Charles P. Culbert and Jack Page have joined Robinson, Fenwick & Haynes, Los Angeles. Mr. Culbert will head the agency's new hard goods merchandising division. Most recently he had been vp and general manager of Sues, Young & Brown. Mr. Page becomes account executive on the Packard-Bell Computer division account. For the past two years he has been division advertising supervisor of Ramo-Wooldridge Corp.

You Miss 1,300,000 Potential Buyers Without ROUNSAVILLE RADIO

You have to aim right or you miss the buying power of more than 1,300,000 Negroes who live in the Rounsaville Radio coverage area . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—NEGRO RADIO. Rounsaville Radio is patterned to Negro tastes . . . Any budget you make for these six important markets . . . any media you use . . . a proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

HAROLD F. WALKER
V. P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President
JOHN E. PEARSON CO.
Nat'l Rep.
HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.
DORA-CLAYTON
Southeastern Rep.

HOT OFF THE PRESS!

TELEGRAM'S ANNUAL 1959 GROCERY PRODUCTS SURVEY

Packed with information!
Find out how your product's doing (and your competition) in this

10½ MILLION DOLLAR MARKET
TEMPLE TELEGRAM
TEMPLE, TEXAS
represented nationally by Texas Daily Press League

If you sell automotive products in Oregon...

Nearly ¼ of Oregon's buying families watch
KVAL-TV
KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

KVAL-TV Eugene NBC Affiliate Channel 13
KPIC-TV Roseburg • Channel 4
Satellite

* Oregon Automotive Sales $410,634,000—1958.

Latin America's Young Ad Field Is Growing Up

(Continued from Page 2)

before the convention opened. Seven countries, with a combined population of 138,000,000—Argentina, Brazil, Chile, Mexico, Paraguay, Peru and Uruguay—agreed to work toward the establishment of a Latin American common market.

Questioned about the possible effects of such a development, delegates here shrugged their shoulders and said the individual nations will first have to solve their internal problems. Unlike Europe, it was pointed out, very few of the Latin countries export anything beyond raw materials.

■ The theme of the IAA convention, "Booming Latin America," was really more of a fond hope than an accurate description of present conditions. Latin America one day may boom; it is not booming now. With the exception of Venezuela, no country in the region has a per capita income in excess of $500 a year.

The birth rate *is* booming. By the end of this year Latin Americans are expected to number more than 200,000,000. It is the fastest growing area in the world. Agency men here in Caracas are fond of throwing one startling statistic at visitors: 70% of the Venezuelan population is under the age of 30!

In the U. S., advertising volume per capita is now around $65 a year; in Latin America, it is about $2.

Rudy Dovale, head of the Curacao agency bearing his name, called this convention the "single most important step ever taken in Latin American advertising." Considering the frankness with which the Latin Americans discussed their problems, many would agree.

■ The disrespect shown for media rate cards, the granting of commissions to direct advertisers, and agency connections with media were all topics brought before the convention and discussed with a good deal of Latin heat.

Mike Martinez, the aggressive manager of Young & Rubicam's Caracas office, introduced the question of off-card rates on the opening day, and before the three-day meeting was concluded, he had drawn impressive support from Venezuelan colleagues as well as a host of suggestions from other delegates on how to lick this problem.

J. R. Solorzano, Goodyear Tire's Venezuelan ad manager, who is president of the Venezuelan advertisers' association, and J. A. Moreno, manager of the Maracaibo office of the Corpa agency, described as "incredible" and "absurd" the media situation in Venezuela, where only two newspapers publish sworn circulation figures, and where the major ones offer the same line rates, regardless of circulation.

■ Ars Publicidad, Venezuela's oldest and largest agency, was not expected to join this crusade, but on the last day of the convention Edward Mazzucchi, senior executive at Ars, also criticized the varying discounts offered by media. He prefaced his remarks by noting that he might be fired for what he was going to say.

Mr. Martinez was careful to emphasize that he was not leveling any accusations. "We are not accusing anyone," he said. "We only want to have this problem cleared up."

Nationalism was a strong factor here, although it never got as far as some of the U.S. agency representatives feared it might. Dr. Arthur Uslar Pietri keynoted the convention with a liberal plug for his own agency, Ars, and with an admonition that no more foreign agencies are needed here. Dr. Carlos Eduardo Frias, founder of Ars, followed this up on the next day with what was reported to be an even more ultra-nationalistic appeal; Dr. Frias addressed a private luncheon sponsored by FEVAP, the Venezuelan advertising agency association.

■ However, none of this found its way into the convention debates; it simply simmered in the background. Joseph Novas Jr., the alert convention president, calmly opened the final session by reminding the delegates that IAA is an organization of *individuals*, not companies, and he advised them to speak as individuals.

Brazil's eight-man delegation—headed by Cicero Leuenroth of Standard Propaganda—played a leading role in the discussions. Paulo Arthur Nascimento, articulate director of the Sao Paulo agency bearing his name, told the convention that "today we are creating our own advertising character in Latin America."

Mr. Nascimento conceded the "extraordinary" debt owed to American techniques, but he noted that in Brazil, ads now have a "local touch"—and he said this is also true in Argentina. "We are creating our own schools," he said, "and this will produce more effective advertising in our countries."

■ The Brazilian agency men pointed out that in some countries there is an art-vs.-copy argument, while in Latin America the illustration is always of crucial importance because of high illiteracy rates.

"With us, the illustration must speak for itself and deliver the entire message," he said.

Agency-client relationships, including the thorny question of agency compensation, came in for extended discussion here. It was generally agreed that the agency is an arm of the advertiser, not the media, but there was widespread disagreement on compensation methods and amount of services an agency should provide for

SWINGLES. CUSTOM MADE ONLY $58 U.S. only
the JINGLE MILL
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.
SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.
Put this record to work for you. Write, wire or call.
THE JINGLE MILL
1-3 W. 51st St., N.Y. 19, N.Y. • Plaza 7-5730

WHAT MAKES WXYZ-TV AND WXYZ RADIO DETROIT'S MOST POPULAR STATIONS ?*

WXYZing Promotion that keeps "Young-at-Heart" Detroiters actively interested in Broadcast House. Aggressive promotion backed by separate Promotional specialists for TV *and* Radio. And a full time Merchandising staff headed by veteran Harold Christian. Result is a steady stream of ideas for every viewer and listener to actively participate in and enjoy. Tailored promotion for picture tube and speaker creates excitement that makes active Zingers out of our Southeastern Michigan audience. It's another way in which we work to stay on top in the nation's Fifth market. Put this Promotional-Zing in team with your next TV or Radio buy on WXYZ. It's a built-in bonus when your schedule includes the stations with WXYZing!

*Check your rating books.

THE STATIONS WITH WXYZing

WXYZ CHANNEL 7 • WXYZ RADIO 1270 • ABC DETROIT

Represented nationally by Blair-TV and John Blair & Company

a client.

Mr. Mazzucchi underlined two points: (1) Agencies provide more services today and (2) small clients often require services whose costs cannot be covered by the commission alone. He suggested a fee system similar to the one he said is used by Fuller & Smith & Ross.

■ Mr. Nascimento, on the other hand, insisted that the "real business of an agency is advertising," and he frowned on the practice of agencies offering related marketing services. He said this reminded him of the man who went to the barber shop and "got the works—everything except a haircut."

Joe Novas suggested—and Mike Martinez agreed with him—that Latin America cannot copy American standards, because of widely differing conditions. He noted that a U.S. agency might bill $50,000,000, while a Venezuelan agency with comparable manpower costs might bill only $5,000,000.

"This is a problem for each country to work out," Mr. Novas said. "Perhaps 15% is too much in Chile and not enough in Venezuela."

Mr. Nascimento agreed, pointing out that a page in the most expensive Brazilian magazine doesn't cost as much as a page in *Life*, although it might require as much work.

■ Miguel Hisi, representing Mexico's National Assn. of Advertising, drew a tremendous round of applause when he urged a "radical" solution to the compensation question: Abolition of the commission system.

Mr. Hisi said the problem goes back to the origin of agencies as space brokers. Today, he pointed out, agencies offer professional services and should therefore be compensated as lawyers, doctors, architects and other professions are. "The client," he said, "should pay a just fee for agency service."

It was evident from the discussions that agency and advertiser associations in Latin America have worked actively to stabilize and improve advertising conditions. Tomas Perez Hurtado, ad manager of General Electric in Venezuela, said that ANDA, the country's advertiser group, has helped to stamp out "worthless" magazines that sought advertising.

■ Jorge Sueldo Pineiro, of Naico Propaganda, Buenos Aires, reported that the Argentines have established an audit service comparable to the Audit Bureau of Circulations in the U.S.

Samuel Q. Vilmar, president of the Brazilian agency, Companhia de Incremento de Negocios (CIN), and head of the Sao Paulo chapter of the Brazilian agency association, reported that Brazil now has an Institute of Verified Circulation, and he said the agency association there was organized "to clean up our own house."

Hellmuth Wild, of Propaganda Epoca, Bogota, president of the Colombian association of agencies, said the 15% commission rate is standard now in Colombia, although direct advertisers also get a commission.

Mr. Hisi reported that before an agency can be admitted to AMAP, the Mexican agency association, it must have a minimum number of clients, it must pass a financial investigation and it must have no connections with a client or a medium. He added, however, that only 24 of Mexico's 140 agencies belong to AMAP.

■ Eugenio E. Matarazzo, representing Philips of Brazil, took the floor at one point to defend the right of an advertiser to have a house agency. He said it would be against free enterprise to deny this right. Two agency men—Messrs. Martinez and Vilmar—conceded him this right.

But Mr. Martinez pointed out that many large companies, such as General Foods and Chrysler Corp., find it more efficient to use agencies; and Mr. Vilmar noted triumphantly that Lintas, house agency for Lever Bros. in Brazil, has an overhead of 33%!

Motivation research and the impact of television on radio were two other topics that concerned this convention. Dr. Ernest Dichter, president of the Institute for Motivational Research, told the convention that motivation research can do a great deal "to accelerate the growth of young nations and to awaken completely the consumer who is stirring and discovering the world of modern products."

■ S. W. Numann, ad director of Philips of Eindhoven, in the Netherlands, provided an antidote to Dr. Dichter by warning against an overemphasis on research. Mr. Numann said he "hopes to God" researchers never succeed in making a science out of advertising, because then "they will prove how wrong I have been and take all the fun out of this business." And he added: "Advertising has never

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Source: Nielsen Station Index, January 1960

been a science, and I don't think it ever will be."

Reports from different countries showed that television has advanced in Latin America but still lags considerably behind radio in penetration. Venezuela now has 195,000 tv homes, Mexico and Argentina 400,000 each and Brazil 500,000. In places where tv has become an important medium, radio has followed the U.S. pattern and turned to a music-news format.

■ Harwood Hull, exec vp of Publicidad Badillo, San Juan, had a glowing report from booming Puerto Rico. With a population of only 2,250,000, Puerto Rico now has 190,000 tv sets in use, compared with 400,000 radio sets in homes. Mr. Hull said radio has learned to live with tv.

He also said he is sure that tv has a good deal to do with the increased birth rate of Puerto Rico.

The high cost of television, particularly in relation to the small audience available, was recognized as a major problem in Latin America.

Mr. Hisi reported that television programming has been severely criticized in Mexico for its poor quality.

Mr. Numann also scolded the Latin Americans for jamming so many commercials into radio and tv time. He said that advertisers and agencies should show some responsibility for media. Aside from being in poor taste, this overcommercialization only dilutes the value of the medium, he warned.

■ Boris Frank, Curacao-based Caribbean director of Bartell Broadcasting Corp., reported that his company recently opened Haiti's first tv station. The cost was $200,000; Haiti has a population of only 1,000,000. Mr. Frank asserted the viewing audience is much higher than the set count, because many receivers have been placed in squares and other public places. He recommended collective viewing as a way of getting tv started in underdeveloped countries.

In the free-for-all sessions that characterized this convention, some rather unusual proposals popped up.

The delegate from Panama, Walter Perigault, suggested that newspapers be required to reveal their production costs, so that a fair advertising rate could then be established by legislation.

Mr. Dovale recommended that media refuse to accept any advertising that does not come through an independent agency.

■ Augusto Guerra, who is with Philips of Peru, proposed that agencies be compensated the way he said Chinese doctors are: When everyone in the family is well, the doctor gets a set monthly fee; when someone is sick, the doctor gets nothing. Mr. Guerra said he couldn't see why an agency should be paid while the client's sales are going down.

The IAA has been traditionally deficient in advertiser representation, and Philips seemed to be trying to make up for this void all by itself. In addition to Mr. Numann, who was on a tour of Latin American installations, Philips was represented at the convention by delegates from Brazil, Argentina, Peru, Colombia and Venezuela. The Dutch electronics company, a $50,000,000 worldwide advertiser, was also the only advertiser to mount an exhibit at the convention.

■ Venezuelans naturally dominated the convention, accounting for 113 of the 175 registrations. Of the 15 delegates from New York, virtually all were from media; the only agency representative was Jaime Garzon of Monroe F. Dreher Inc. Colombia had an eight-man delegation, headed by one of the deans of Latin American advertising, Mario Garcia-Pena, of Propaganda Epoca.

Before adjourning, the delegates voted to hold the second Latin American advertising convention in Brazil two years from now. All that needs to be done now is to get an IAA chapter in Brazil.

• **Notes written on a convention program:** Brazil, top ad country in Latin America, now has advertising volume of $100,000,000 . . . Top agency in Brazil, McCann-Erickson, bills $5,000,000 . . . More than 300 Brazilian companies now have p.r. departments . . . Some 5,000 Brazilians now employed in p.r. . . . "Rin Tin Tin" gets 44% of tv audience in Brazil . . .

• According to McCann-Erickson, advertising volume in Venezuela will move from current level of $38,000,000 to $122,000,000 by 1970 . . . Some $6,000,000 now spent on tv advertising in Venezuela . . . Cuba had only one delegate here . . . Vince Tutching, IAA president re-assigned by McCann-Erickson to Australia, cabled congratulations from Melbourne . . .

• Convention was held on the beautiful grounds of University

Let's get this straight!

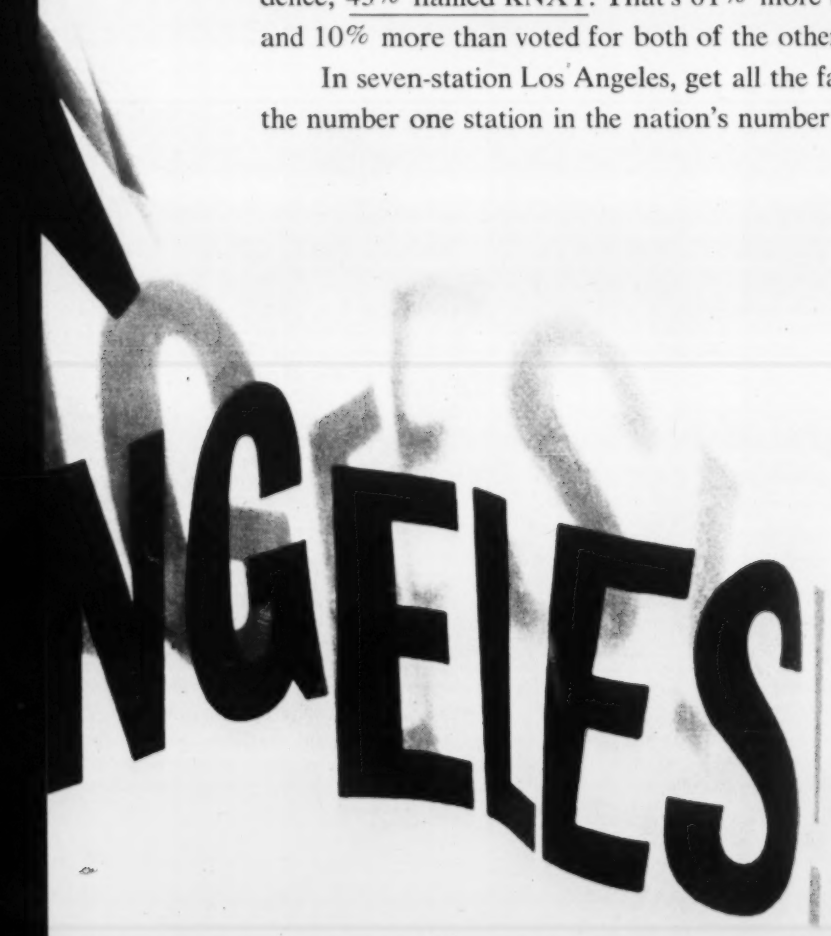
KNXT is first in Los Angeles. A new twist? Not at all. CBS Owned KNXT has been first, by a wide margin, for 59 consecutive Nielsens.

According to the latest report, KNXT's year-in, year-out leadership is strong as ever . . . with the largest total audience (6 am to 12 midnight); 13% larger than the second station, 37% ahead of the third . . . and with 17 of the top 25 nighttime shows, 7 of the top 10 daytime shows.

Bigger audiences on KNXT. Better audiences too! When 600 viewers were asked (by the Institute for Motivational Research) to name the station "most likely" to carry advertising for products that inspire trust and confidence, 45% named KNXT. That's 61% more than voted for the runner-up, and 10% more than voted for both of the other network stations combined.

In seven-station Los Angeles, get all the facts straight. Now, as always, the number one station in the nation's number two market is KNXT

Channel 2, Los Angeles
Represented by
CBS Television Spot Sales



MERCHANDISING AND MARKETING EXECUTIVES SEEKING SOLUTIONS FOR PROBLEMS OF THE SIXTIES

should attend 27th annual

National Premium Buyers Exposition

. . . the hub of the premium and incentive merchandise industry

April 4-5-6-7, 1960
NAVY PIER ● CHICAGO

AT NPBE, you find practical-idea men of the great premium industry . . . men of experience who have helped others solve tough marketing and merchandising problems. Here are men with records of success . . . men with ideas, who can help you get merchandising programs underway, and aid your company in getting a head start in the new decade of the 60's. It will pay you to talk with these men.

Just ONE new idea will more than pay for your time in attending.

For admittance badges to this exclusive trade show write on your business letterhead

A. B. COFFMAN ASSOCIATES
Exposition Managers
28 East Jackson Blvd.
Chicago 4, Illinois
Phone WEbster 9-0980

NPBE is under the auspices of the **Premium Advertising Association of America, Inc.**

City in Caracas . . . Meeting room had facilities for simultaneous translations, but professional translators could not be obtained . . . However, two amateur translators turned in creditable performance.

• In the exhibit area there were two exhibits from Colombia, one by the agency association, one by *El Espectador* . . . Colombian ad volume was estimated at 150,000,000 pesos by the agencies, and at 80,000,000 pesos by the newspaper . . . Take your pick . . .

• One of convention's official acts was to place a wreath on the tomb of Simon Bolivar . . . Caracas newspapers gave the convention wide coverage . . . Cicero Leuenroth, Mario Garcia-Pena, Jorge Pineiro, Augusto Guerra, S. W. Numann and Rudy Dovale were elected directors of the convention . . . Pineiro, Garcia-Pena, Brazil's Sam Vilmar and Franklin Whaite of Publicidad Ars, Caracas, were named to committee to promote establishment of advertising courses at universities . . .

• The busy general secretary of the convention was Jose Eduardo Mendoza, Caracas radio announcer and executive of Publicidad Miralejos . . . Masanobu Ishikawa, New York representative of Japan's Dentsu Advertising, attended the convention and invited all delegates to come to Tokyo next October for an Asian advertising conference to be held under IAA auspices. #

NAEA of Carolinas Elects

Chester W. Bevender, retail advertising manager of the *Winston-Salem Journal* and *Sentinel*, has been elected president of the Newspaper Advertising Executives Assn. of the Carolinas. Other officers include W. J. Truesdale, *News* and *Piedmont*, Greenville, S. C., 1st vp; Chester Rose, *News* and *Record*, Greensboro, N. C., 2nd vp; C. A. Reese Jr., *Herald*, Rock Hill, S. C., secretary, and W. Thomas Williams Jr., *Tribune*, Concord, N. C., treasurer.

Cargill, Wilson Adds One

Newport News Shipbuilding & Dry Dock Co., Newport News, Va., has named Cargill, Wilson & Acree, Richmond, to handle its advertising, effective March 1. Houck & Co., Roanoke, formerly handled the account.

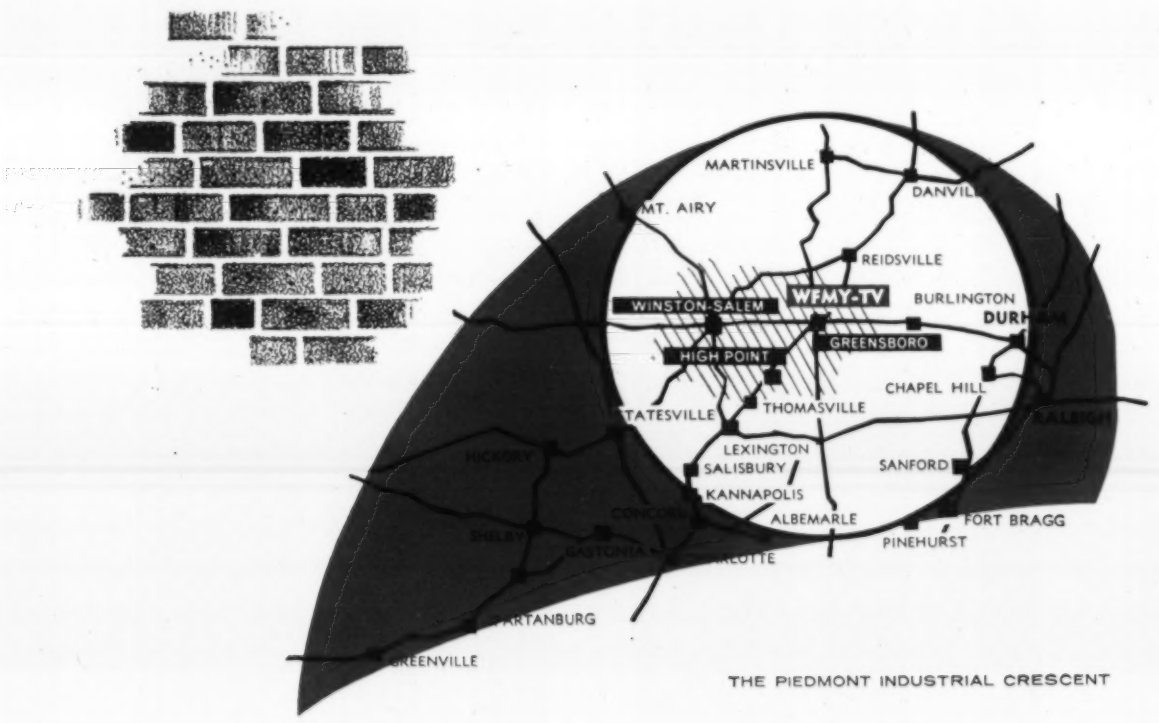
IT'S A CINCH TO SELL WHEN THEY LISTEN

And "Professional Nursing Home" commands the attention of administrators in this field because it's editorial content is tailored solely to their interests. Nursing Homes and homes for the aging is a booming new market rich in sales. (More than 16,000 homes to date.)

To learn its true worth, see our ad in B P R D or write to . . .

PROFESSIONAL nursing home

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873



THE PIEDMONT INDUSTRIAL CRESCENT

the **BRICK** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's vast brick industry is **another reason why** WFMY-TV . . . located in the heart of the industrial Piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE CHARTER SUBSCRIBER

wfmy-tv

GREENSBORO, N. C.

'NOW IN OUR 11th YEAR OF SERVICE'

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

C. S. Lewis, Retired Erwin, Wasey Copy Veteran, Dies at 75

CHICAGO, March 1—Charles Sumner Lewis Jr., 75, copy consultant to Erwin Wasey, Ruthrauff & Ryan, died Feb. 28 in his Glencoe home.

Born in Indianapolis, Mr. Lewis started his business career with Goodyear Tire & Rubber Co. where he edited the company's house organ and handled public relations duties. He joined Erwin, Wasey & Co. in 1922 as a copywriter and spent his entire advertising career with that agency.

Mr. Lewis was a vp and copy director when he retired in 1952, but continued to serve actively as a copy consultant until his death. One of his prized possessions was a letter from Arthur Godfrey in which Mr. Godfrey stated that Mr. Lewis was the only copywriter he knew whose copy needed no editing by the comedian.

Mr. Lewis served with the 26th and 28th infantry regiments of the 1st division in World War I. In 1952, he served as a consultant in Adlai Stevenson's Presidential campaign.

SAMUEL A. MOSS

NEW ROCHELLE, N.Y., March 1—Samuel A. Moss, 81, onetime art director of the old Lord & Thomas agency, died Feb. 21 of a heart attack while visiting friends in New York.

Mr. Moss retired from advertising in 1936 as art director of Lord & Thomas, now Foote, Cone & Belding. He began his career with Frank Seaman Co. in 1910, later became a partner in the Campbell, Moss & Johnson agency and then joined Lord & Taylor, where he worked 10 years before retiring.

After retiring, Mr. Moss worked in oil, held art classes in his home in New Rochelle and gave lectures on art. He was a founder of the Art Directors Club and Advertising Club of New York and was a member of the New Rochelle Art Assn. and the Hudson Valley Art Assn. A son, Alfred, is senior vp of Don Kemper Co.

OTHNIEL J. MORRIS

GREENWICH, CONN., March 1—Othniel J. Morris Jr., 43, a research account executive at Young & Rubicam, New York, died Feb. 23 at Greenwich Hospital after a long illness. He resided in Old Greenwich.

Mr. Morris joined Y&R in March, 1946, as a research copy specialist and was appointed research account executive in April, 1952. A 1937 Columbia University graduate, he was with the Canadian Institute of Public Opinion from 1941 to 1946.

ROY H. ROBICHAUD

TORONTO, March 1—Roy H. Robichaud, advertising manager of Thompson Newspapers Ltd., died here at age 56. He was one of the founders of the now defunct *Vancouver News-Herald*, where he was publisher and general manager until 1939. He also worked on the *Victoria Colonist*, and was at one time publisher of the *Moose Jaw Times-Herald*.

A. W. Lewin Is Consultant; Buys Radio Station

A. W. Lewin, former chairman of the board of Mogul, Lewin, Williams & Saylor, (now known as Mogul Williams & Saylor) has become a consultant for New York and Philadelphia agencies. He is operating from his home at 277 Park Ave., New York. Mr. Lewin recently purchased WGTC, Greenville, N.C., subject to Federal Communications Commission approval, and said he plans to acquire additional holdings.

CONSISTENT—*This quarter-page ad in the February Vogue marks the 25th year that Burmel Handkerchiefs has advertised in the same magazine (Vogue only) in the same position (lower left quarter facing the third cover) using the same copy approach (Handkerchief of the Month) through the same agency (Jack Goerhring Advertising).*

No Room Dividers Sold by Silk Screen, Radio Ads Say

ST. LOUIS, March 2—A local printing company has reported early success with an educational radio advertising campaign with a two-fold purpose.

Adept Silk Screen Co. wanted two things: More business, and fewer telephone calls from people who wanted to order a screen to divide a room.

The company started its radio campaign last November on KSD, using afternoon spots. In January, however, it moved to the 8:15 a.m. time slot with a 60-second spot five days a week.

After the third broadcast in the new time spot, Adept picked up a sizable account as a result of the radio commercials.

■ In the early morning time slot "we reach the business man on his way to work and he often calls or stops in to see us immediately after he hears the announcement," according to Richard A. Clark, vp in charge of sales.

Planned as an educational program, each spot invites the listener to come in to visit the Adept plant to view the silk screen process and see what it can do. Some announcements ask business men to bring their ad agency men with them. School and art groups have arranged plant tours after hearing the broadcasts.

Adept has used print media for a number of years, but was unable to trace any direct results, according to Mr. Clark. The ten-year-old company, which does a nationwide business, also uses direct mail. Adept places its own advertising.

New Swanson Dinner Out

Campbell Soup Co. has introduced a new product, sugar-cured ham dinner in raisin sauce, which raises to 10 the number of dinners available in the Swanson line and marks the seventh frozen dinner to be brought out by Campbell since it acquired Swanson in 1955. The new ham dinner product will be promoted in newspapers in 41 major markets. Tatham-Laird, Chicago, is the agency.

'Petroleum Week' to Van Brunt

Petroleum Week, New York, has named Van Brunt & Co., New York, to handle its advertising. Advertising for the McGraw-Hill publication formerly was handled by Marsteller, Rickard, Gebhardt & Reed, New York.

Soap, Syndet Sales Reported

Combined soap and synthetic detergents set a new record in 1959, according to a census of 62 manufacturers conducted by the Assn. of American Soap & Glycerine Producers Inc. Total sales of 4,269,877,000 pounds valued at $1,093,450,000 were reported, an increase of 4.4% in pounds and 5.1% in dollars over 1958. Soap sales, however, declined slightly from $324,802,000 in 1958 to $319,220,000 last year. Synthetic detergent continued to rise, moving up 8.1% over 1958 to $774,230,000. Liquid synthetic detergents took a sharp 25.9% jump over 1958, and sales were valued at $202,901,000.

Morpul Schedules Spot TV

Morpul Inc., Greensboro, N.C., will run an extensive spot tv campaign for its nylon hosiery, with 25 or more one-minute ads per week, beginning March 1 on stations in Virginia and the Carolinas. Similar campaigns will then be run in other major markets. Point of purchase material will be distributed to department and chain stores. Morpul holds a patent for a loose-knit top process for men's and women's hosiery and has more than 200 licensees. Morpul's agency is Bennett-Advertising, High Point, N.C.

Agencies Make Presentations

The South Carolina State Development Board's travel and information committee, Columbia, heard presentations on Feb. 28 from accredited agencies for the board's 1960-61 fiscal year industrial and tourist advertising. Following the presentations, the committee selected a group of agencies to be heard by the full development board at its regular March meeting.

St. Anthony MESSENGER

A million prospects await your message. ADVERTISE NOW!

MAY ISSUE CLOSES MAR. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

Reduce Your Ad Production Costs

in Selling the Truck and Bus Fleets and Automotive Jobber Markets

No other business paper publishing company in the truck and bus fleet field provides these great economies.

Send for this FREE SPC "Spec" Sheet

One of America's leading industrial advertisers recently said, "Production, artwork and plate costs eat up about a third of our annual good-sized budget." Upon viewing the adjacent "Spec" sheet, he further said, "That will sure enable us to save money . . . hundreds . . . even thousands of production dollars."

Get your copy of the "spec" sheet. Shows details on how original zincs, halftones and electros are circumvented.

Ads are "shot" from tear-sheets, reproduction proofs, artwork, etc. Or, an advertiser simply furnishes a low-cost film positive or negative.

Whether you are now printing or using Web-Offset . . . whether you know a little or a lot about it . . . this FREE "spec" sheet will interest you. It is the first such "spec" sheet released by any business paper publisher, and is based on an entire year's experience.

We will also gladly send you the complete market and editorial story on any or all of the Stanley Publishing papers.

Date: _____

Attention: _____

SPC Web-Offset Specification Sheet

The Stanley Publishing Company business papers shown below have been printed by web offset since May 1959. From that time through January 1960 issues the publisher absorbed any charges listed below. Starting with the February 1960 issues the charges below are going to automatically be billed. They provide advertisers and agencies many economies.

Poole Bros., Chicago, Ill., a leading printer of trade journals including Advertising Age, print the Stanley Publishing papers. Each of the papers listings in Standard Rate and Data in the sections indicated carry the information under a special heading entitled — "Web Offset Specifications". The table below identifies these various web offset specifications. The charges that are included actually represent economies when compared to the needed mechanical requirements of straight letterpress printing. The charges below are commissionable to recognized advertising agencies. They will be billed on separate invoices which will be attached to the space invoices.

Transportation Supply News	Jobber Product News	Fleet Product News	Jobber Product News Directory and Buyers' Guide	Fleet Directory and TSN Buyers' Guide	JPN Show Daily	Transportation Business Gift News
62,000 Monthly SRDS Class. 96 Motor Trucks	$1,000 Monthly SRDS Class. 6 Automotive	$1,000 Quarterly SRDS Class. 96 Motor Trucks	$1,000 Annually SRDS Class. 6 Automotive	62,000 Annually SRDS Class. 96 Motor Trucks	35,000 Annually SRDS Class. 6 Automotive	113,000 Annually SRDS Class. 131A Sales Mgt.

	Advertising material sent to publisher	Explanatory Procedure	Items billed — Economies
1	Flush Mounted Letterpress Plates, Originals or Electros	Same as in regular letterpress printing	NO CHARGE
2	Letterpress originals, electros, plastic plates. Unmounted or mounted but not flush.	Must be flush mounted by publisher	Flush Mounting Charge of $3.00
3	Reproducing from ad tear sheet or etch or reproduction proof (must be unmounted)	Shot separately stripped into page	Charge $5.00 one color per unit. $10.00 per spread
4A	Complete Film Positive — Supplied by Advertiser	Stripped into page	$5.00 per color
4B	Complete Film Negative — Supplied by Advertiser	Converted to positive, stripped into page	$15.00 per color per unit; $30.00 per spread
4C	Enlargements or Reductions	From letterpress plates, tear sheets, etch proofs, reproduction proofs	$15.00 per color per unit; $30.00 per spread
5A	Enlargements or Reductions	From artwork for one shot, maximum size 18 by 24	$25.00 per color, per unit; $50.00 per spread
5B	Enlargements or Reductions	From artwork requiring combination work	Time basis; estimates provided
6	Finished artwork	For one shot camera work, maximum size 18 by 24	$25.00 per color, per unit; $50.00 per spread
7	Finished artwork	Requiring combination work, maximum size 18 by 24	Time basis; estimates provided
8	Four Color Process ads	Acceptable in various ways	Time basis; estimates provided

These chargeable items effective February 1, 1960
Prices subject to change without notice
Additional copies of this specification sheet available by writing.

Stanley Publishing Company 431 S. Dearborn Street, Chicago 5, Illinois WAbash 2-0636

The Web-Offset experiences of Stanley Publishing warranted its being featured in the national advertising of a manufacturer of web-offset presses. Write for reprints of this ad.

When You Advertise in these 7 Stanley Publishing Papers You Save on Production Costs

The above SPC "spec" sheet will enable you to figure exactly in dollars and cents how tremendous are the production savings when you sell the bus and truck fleet market and automotive jobber market through advertising in the Stanley Publishing papers. These production savings are a real "plus" in using Stanley Publishing papers. The basic reason for advertising in them is of course for RESULTS. When you advertise in Stanley Publishing papers you (1) get results and (2) save on production costs.

Stanley Publishing Company switched from letterpress to web-offset in May 1959 to affect economies in its publication production and speed up its service to readers. The increased speed amounts to printing and folding 16-page signatures in color, at speeds of 15,000 to 20,000 copies an hour. Since taking this major step Stanley Publishing is now in a position to also afford advertisers major savings and drastic reductions in production costs.

Stanley Publishing Company • 431 S. Dearborn St., Chicago 5, Ill.

I would appreciate your mailing to me FREE;
_____ copies of the SPC Web-Offset "Spec" Sheet
_____ copies of the Hantscho ad reprint
Send complete information on advertising in ☐ TSN; ☐ JPN; ☐ FPN; ☐ JPN Dir.; ☐ Fleet Dir; ☐ JPN Show Daily; ☐ TBGN

Name _____ Title _____
Company _____
Street _____
City _____ Zone _____ State _____

These Production Savings Enable You to Spend More on Advertising Space in Stanley Publishing Papers

Jersey Standard on WTOP-TV

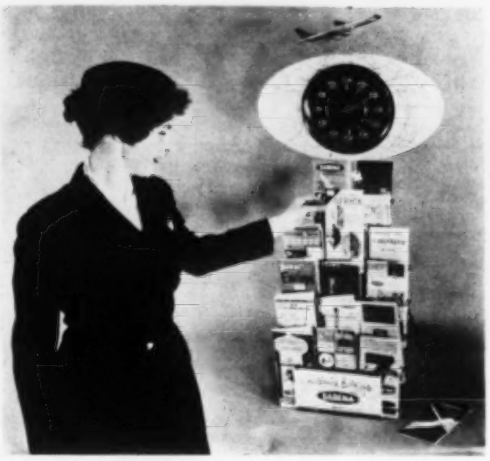
Standard Oil Co. (New Jersey), which is full sponsor of "Play of the Week," presented daily on WNTA-TV, New York, has signed to sponsor the show once a week on WTOP-TV, Washington. The buy was made through Ogilvy, Benson & Mather. The series was put into syndication a few weeks ago.

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419



TRAVEL TIME—*Sabena Belgian World Airlines is shipping 800 of these displays to U.S. travel agencies. The rack, holding travel folders, is topped by an electric clock mounted on an elongated globe of the world.*

HOW TO HANG CUSTOMERS
(OVER THE COUNTER)

Garrotes, gallows and gibbets are gauche. Customers willingly suspend themselves over the counters of merchants who know how to use Mass Mail.

This versatile medium is ideal for building sales, traffic and customer loyalty. It combines the intimacy and individual appeal of a personal letter with the broad market coverage of the mass media.

Lemarge is one of the pioneers of Mass Mail. We have used our knowledge of lists, market and product testing and other Mass Mail techniques in the service of some of the nation's largest advertisers.

In addition to consulting services, Lemarge also handles the production and processing of over a million pieces of mail daily, and creates the kind of sales-pulling copy and art that can be depended on to queue up the counters of our clients.

If you are looking for expert Mass Mail services, perhaps you should depend on Lemarge.

mass mail specialists

LEMARGE

Lemarge Mailing Service Company, 417 So. Jefferson St., Chicago 7, Illinois

Wanted: Current, Up-to-Date Market Data for AA Readers

ADVERTISING AGE is looking for all the market data it can get from advertising media, trade associations and other sources. The data will be used in AA's Market Data section, which will be published for the 13th consecutive year in the April 18 issue.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, some 1,675 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for more than 93,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1959, will be accepted.
2. It must contain *market facts*. Booklets or brochures which contain media data only will not be listed.
3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.
4. It must be received before March 25, 1960.

Market data material scheduled for publication before Sept. 1, 1960, will be listed in a "not yet published" tabulation, provided that a 50-word description of each such item reaches ADVERTISING AGE before April 1. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Feature Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

General Foods' Jell-O Announces Personnel Shift

The Jell-O division of General Foods, White Plains, N. Y., has made a number of personnel shifts. George H. Blake, formerly product manager on Minute Rice, has been named product group manager on coconut and laundry aids, Dream Whip, syrups and pectins, a new position. He is succeeded by Fred A. Baxter, formerly product manager on syrups and pectins. Replacing Mr. Baxter will be Robert E. Haynes, formerly product manager on Swans Down cake flour and Angel Food cake mixes. Charles B. Butler, formerly an assistant product manager, has been named to succeed Mr. Haynes.

Sherman K. Ellis Jr., a product manager on Walter Baker chocolate products, has also been given New Horizon Foods, a new line. William P. Dunham, a product group manager on Swans Down cake flour and Angel Food mix, has also been given the brand's cake mixes.

℞
Selling Pharmaceuticals?
Here's a preferred market—at a popular price:
for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?
Oral Hygiene
PITTSBURGH, PENNSYLVANIA

Ohio Sets Rules Implementing U. S. Outdoor Ad Control

COLUMBUS, O., March 1—E. S. Preston, director of the Ohio highway department, has outlined enforcement procedures for a law controlling outdoor signs passed by the 1957 state general assembly.

The law prohibits most advertising signs within 660' of right-of-way outside cities, on interstate roads built in new locations.

When illegal signs are discovered, Mr. Preston said, letters ordering changes or removal will be sent to the owners. If these are ignored, a sheriff's order will be served. Finally, the director of highways will request action in common pleas court. Violators are subject to fines of $100 to $1,000.

Exceptions to the restrictions of the statute are: (1) Information required by law to be posted; (2) name of property owner or occupants; (3) identification of business on the premises; (4) signs offering the site for sale or lease, and (6) directional or other official signs and signals. #

Scandinavian Agencies Share Local Services

Two Scandinavian agencies have embarked on a cooperative venture, each opening a branch office in the other's city, with local facilities available to the out-of-town agency. The agencies are AB Svenska Telegrambyran, Stockholm, and Harlang & Toksvig Reklamebureau A/S, Copenhagen. Branch offices of the agencies will operate under the parent company's name, but will be able to use the local agency's facilities for research, marketing, art and copy.

Ridgway Gets Oil Account

Interstate Petroleum Corp., Memphis, has appointed Ridgway-Hirsch Advertising Co., Memphis, agency for its new Memphis LP gas facility. Interstate's 3,000,000-gal. combination truck, rail and river barge terminal will be completed this summer.

Burroughs Joins Dell'Aria

Dell'Aria & Associates, Chicago, has appointed Adeline D. Burroughs vp and director of educational advertising. Miss Burroughs formerly taught foreign language and English at the junior high school in Wauwatosa, Wis.

Information for Advertisers

"Sure Way to Strengthen the Fabric of Your Tire Sales Drive," a report demonstrating how spot television's flexibility is being successfully employed by major tire advertisers, has been published by **Edward Petry & Co.** Additional information may be obtained from Bob Hutton, Edward Petry & Co., 22 E. 54th St., New York 22.

• **Independent Record,** Helena, Mont., has published a market and media data folder on the city of Helena. Additional information is available from William C. Campbell, advertising manager, *Independent Record,* Helena.

• Samples of and information on Ready Strip, which provides a continuous roll of stripped down diecut panels, figures or parts made from metalized Mirror-Brite Mylar with pressure sensitive adhesive backing, are available from Dept. SPM, **Coating Products,** 101 W. Forest Ave., Englewood, N. J.

• **Power Transmission Design Magazine** will publish late this year a directory and handbook for power transmission products and related components, "Power Transmission Design Directory." Additional information on the directory may be obtained from *Power Transmission Design Magazine,* 812 Huron Rd., Cleveland.

• The second edition of "A Spotlight on the Southeast . . . . Newest Land of 1960 Marketing Opportunity," has been published by **Avery-Knodel.** Additional information on the Southeast market guide is available from Ed Lawson, Avery-Knodel, 720 Fifth Ave., New York 19.

• **Bergen Evening Record** has published its 1959 resume of the sale of new passenger cars in New Jersey, which breaks down the record of sales by counties and makes. Copies of the brochure are available from Carl F. Roff, Reader-Service director, *Bergen Evening Record,* 150 River St., Hackensack, N. J.

• A four-color map showing the value of farm land and buildings for each of 3,070 counties in the continental U.S. has been prepared by **Farm Journal.** Copies are available from the research department, Farm Journal Inc., 230 W. Washington Sq., Philadelphia 5.

• **Good Housekeeping** has published its "Detailed Circulation Analysis," which gives its circulation in the continental U.S., broken down by states, population groups, counties and cities, and its circulation outside the continental U.S. Additional information is available from Lorna Opatow, research director, *Good Housekeeping,* 57th St. at 8th Ave., New York 19.

• A market data and media brochure on Gary-Hammond-East Chicago, Ind., area has been published by the **Gary Post-Tribune.** Additional information is available from the *Gary Post-Tribune,* Gary, Ind.

• **Sheffield Publishing Co.** has published a "Market & Media Facts File" on its GSE-Ground Support Equipment. Additional information may be obtained from Sheffield Publishing Co., Albee Bldg., Washington 5. #

NBP to Install Four Directors at Boca Raton

Four new directors have been elected by mail ballot by National Business Publications. They will be installed for four-year terms at the annual NBP 1960 spring meeting March 6-10 at Boca Raton Hotel & Club, Boca Raton, Fla.

The new directors are Richard M. Beeler, owner, Beeler Publishing Corp., San Francisco; C. Laury Botthof, president, Standard Rate & Data Service, Skokie, Ill.; Norman L. Cahners, president, Materials Handling Laboratories and Metal-working Publishing Co. and chairman of the board, Industrial Publications Inc., Boston, and Kingsley L. Rice, president, Technical Publishing Co., and chairman of the board, Rice Youmans Publishing Co., Barrington, Ill.

Colorado Press Names Holden

John E. Holden, co-publisher of the *Loveland Reporter-Herald,* has been elected president of the Colorado Press Assn. Dale Cooley, of the *Limon Leader,* was elected vp. Reelected were Lu P. Monroe, *Boulder Daily Camera,* treasurer, and William M. Long, manager of the Colorado Press Assn., secretary.

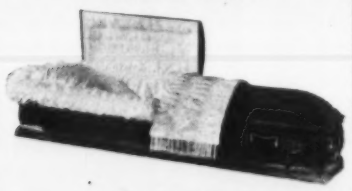
Ellswood's to Mosher, Reimer

Mosher, Reimer & Williamson, Denver, has been named to handle advertising, promotion and publicity for Harry Ellswood's Inc., supplier of novelty goods, holiday packages and imprinted party favors. Ellswood's also supplies helium gas in the Rocky Mountain area.

Merck Names Aronovici

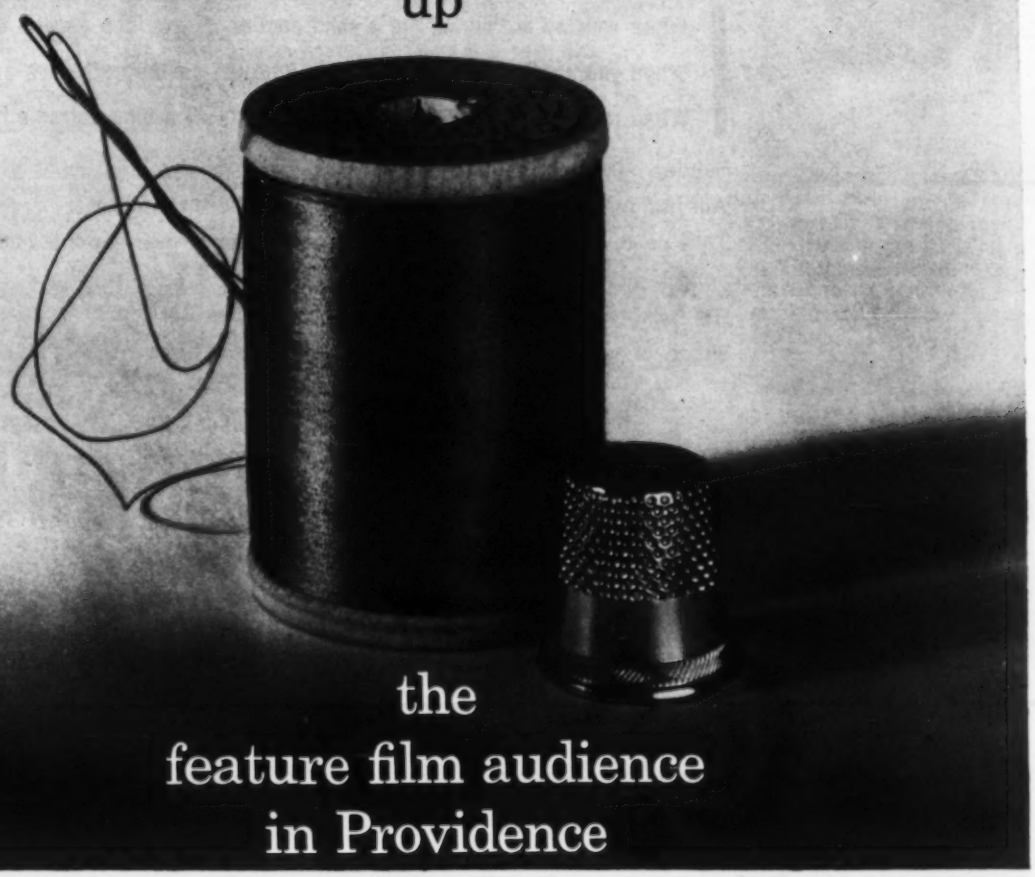
Serge H. Aronovici has been appointed copy chief, advertising, at Merck, Sharp & Dohme division of Merck & Co. Mr. Aronovici came to the drug company in 1956 from William Douglas McAdams Inc., New York.

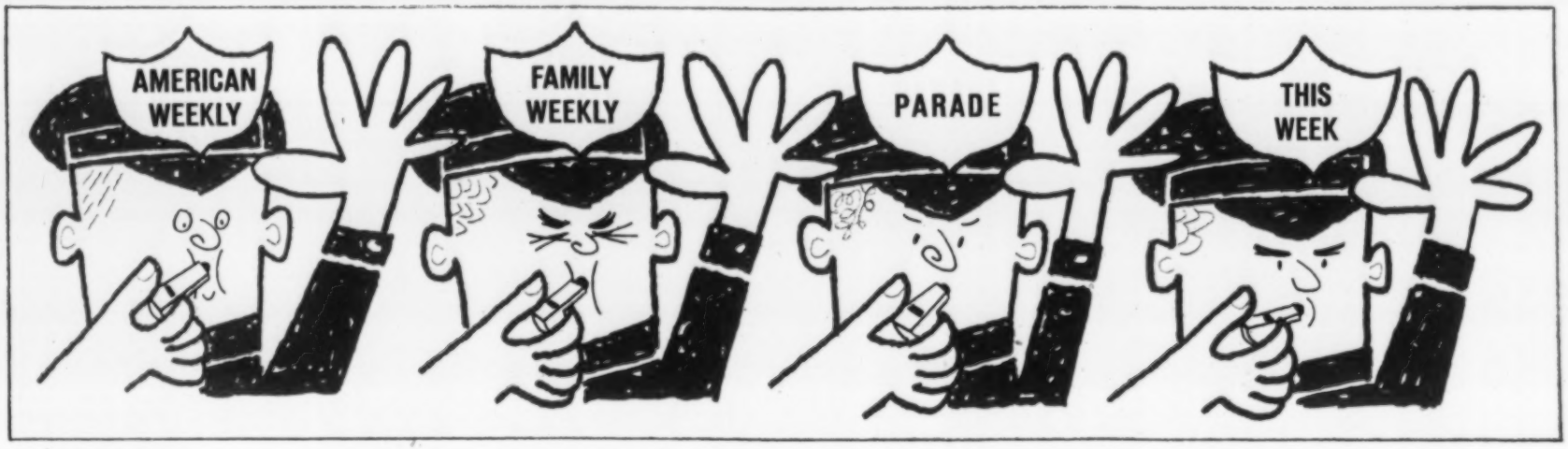
CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

QUANTITY
Photos Sell

CASKETS
They couldn't mail a sample casket, so they sent a glossy photo. If *you* can't mail your product, mail a photo.
8 x 10 GLOSSY PHOTOS 9½¢ EACH (in lots of 100)
QUANTITY Photos will sell for you, because they are QUALITY Photos.
8 x 10 GLOSSY PHOTO PRICE LIST

Number	12	25	50	100
Price ea.	20c	15c	12c	9½c

Write for complete Price Catalog
QUANTITY PHOTO CO.
119 W. Hubbard St. · Chicago 10, Ill.
Tel. — SUperior 7-8288

WJAR-TV
sews
up

the
feature film audience
in Providence
with the
hottest exclusives in filmdom!
Shirley Temple, Danny Kaye, Martin & Lewis, Tarzan — exclusives with WJAR-TV in Providence! 460 top-drawer features from Hollywood's 9 biggest studios just added to the largest film library in the market! Station personality, Jay Kroll — "Mister Movie" to his New England viewers! Not 2, but 7 great nighttime features per week! All on the station that pioneered movie programming!
NBC abc
Represented by Edward Petry & Co., Inc.
CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET



Stop Hidden Inflation

— *in your advertising budget*

Hidden inflation boosts ad costs by compelling you to spend more to reach fewer and fewer readers. It works three ways:

When your ad is "buried" in a solid section of ads in a general magazine.

When you can't get attention unless you use costly multi-page ads or gatefolds.

When rates go up to cover the soaring costs of adding forced circulation.

Sunday newspaper magazines are the answer to hidden inflation of advertising budgets. Ads in Sunday magazines are placed near editorial material where more people read them. They reach their audience all in one day, while their selling proposition is *news*.

Sunday newspaper magazines go up and down every street in key markets all over America, without costly promotion to force circulation.

Sunday newspaper magazines cost less per thousand circulation, too.

LATEST ANNOUNCED CIRCULATIONS AND RATES

Syndicated Sunday Magazines	**37,183,254** (AMERICAN WEEKLY, FAMILY WEEKLY, PARADE, THIS WEEK)	**$3.91** PER M 4-COLOR PAGE
Weekly and Bi-Weekly Magazines	**18,750,000** (LIFE, LOOK, SATURDAY EVENING POST)	**$6.66** PER M 4-COLOR PAGE
Women's Magazines	**16,183,745** (GOOD HOUSEKEEPING, LADIES' HOME JOURNAL, McCALL'S)	**$5.04** PER M 4-COLOR PAGE

PARADE

9,541,687 A.B.C.

Sunday newspaper magazines are the biggest thing in print—and print achieves both believability and memorability. The newspaper publishers of America produce the "greatest show on earth" week in and week out. In newspapers the advertiser avoids the risk of spending his money for a poorly rated "show," and avoids hidden inflation due to double spotting and shared sponsorship in TV.

THE SUNDAY MAGAZINE WITH GAINS IN ADVERTISING REVENUE EVERY YEAR SINCE 1952 AND A NEW HIGH TO DATE IN 1960

Feature Section

Advertising Age

E&E Opens Fire on Payola

Bedell Ahems Ho-Hum Ads

Weiss Pooh-bahs Economic Forecasts

Groesbeck Advises Small Agencies

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Public Has Recurring Obsession About Its Role as Sucker . . .

Stop Headline Hunting, Do Better Job of Policing Ad Copy, Cone Tells Newspapers

At the annual meeting of the Newspaper Advertising Executives Assn. Jan. 19, Fairfax Cone—substituting as luncheon speaker for Robert Ganger, Four A's chairman and chairman of D'Arcy Advertising Co.—delivered an impassioned plea for more accurate reporting and less headline searching by news media, less public witch hunting by the FTC, and more careful regulation of advertising by advertising media. His timely talk is presented here in full text.

Fairfax Cone

Fairfax M. Cone,
Chairman of the Executive Committee,
Foote, Cone & Belding

I am going to talk, briefly but seriously, about what I believe to be our duty to protect our business from continuing attacks.

When I say *our* business, I am not thinking only about the *Chicago Tribune*, which is a valued client of my company, nor do I stop at adding the two small weekly newspapers that I own with Don Belding in Big Bear Lake and Apple Valley, Cal. In referring to our business, I am referring to the whole complex of advertising; and I would defend it against attacks on any sector.

■ It would be an affront to the intelligence and the experience and the knowledge of almost everyone here, not to admit that some of the charges levelled against certain advertising or one or another of its carriers is thoroughly justified. The trouble is that sometimes the zeal of the attackers and, perhaps more particularly the recruits to the assault from the fringe areas of interest, leads them through all kinds of exaggeration, into wild generalities.

This is the case currently. The television scandals were so ripe and so delectable, despite the pious headshaking that went with the devouring of them, that they simply had to be followed up with a series of new, tasty concoctions.

Author's Theme: Admen Dishonest, Unadvertised Products Are Better

There is an odd fact about this country that I am sure you have contemplated. To be convinced that it is the victim of some giant social or moral or economic conspiracy is the regularly recurring obsession of a considerable section of the American public.

Oddly enough, this is a section of the literate American public. And it worries almost continuously about the gullibility and the lamb-likeness of all the other sections—and what *some*one is doing to exploit these.

Two of the earliest recent spokesmen against advertising for these perpetual viewers-with-alarm were the authors of "100 Million Guinea Pigs" and, later, "The Hucksters." The first of these had it that most advertised products are less good, or less good values, than most *un*advertised products. And the second one proclaimed for all the world that the people who make the advertising for these less good products are not only dishonest but also vicious.

After "The Hucksters," you will remember, we had a parade of grey flannel-clad jackals, each new miserable one more voracious than the one before. Then came "The Hidden Persuaders" to expose the undermining methods of these modern robber barons.

And we are still, as advertising people, living in the shadow of the allegations and the implications of these sharply slanted views. The television revelations were made to order to support them; and *all* advertising is under attack as a result.

■ A few weeks ago I expressed a conviction that I hold that almost all of the sins of advertising could be brought to a minimum through the censorship of advertising by media; and I shall have something more to say about this, for I think it has important over-all aspects.

Meanwhile, in that memorandum that managed to achieve almost national coverage because an advertising man admitted freely that all advertising is not above reproach, I limited my apprehension in this matter to the sins against the eighth commandment, for I hold that dishonest advertising is a kind of thievery rather than an ideological transgression. And I thought that here our problem lay.

But I am afraid that it is somewhat more complicated, and much more confusing; because the chase is on for headlines.

Why Did Robert Montgomery Hold His Tongue?

Only last Friday, for example, a popular moving picture actor turned television producer turned critic for the occasion stated before the Federal Communications Commission that he was sure the FCC was "as much confused as were those of us in the business and the general public by the statement on the part of networks and advertising agencies that they knew nothing about the [fixed television shows]."

Well, as an advertising agent whose company placed some $40,000,000 in television last year, *I* didn't know that the quiz shows were rigged.

And I wish that Mr. Robert Montgomery, who now says he did know, had told us when he was working for one of our clients on a show that was being clobbered in the ratings by the quizzes.

I can't for the life of me understand why he held his tongue. Or why there are so many others who now say "everybody" knew, when nobody—but nobody—ever told the only secret in an industry that never, before or since, has had one.

What I want to convey to you is that I seriously doubt that the rigging was either well-known or widespread; just as I seriously doubt that many of the charges that are going to be made against advertising, while the present witch hunt is on, will have any basis in fact.

What Newspapers Can Do

Right here is where our newspapers can perform a vital, selfish service.

Editorially, they can separate the facts from the allegations and they can discontinue the lumping of advertising and advertising people with such utterly diverse operations and operators as payola for illegitimate song plugging and the antics of certain disreputable disc jockeys and other parasites.

Just now, many of your papers, too many of your papers, have all of us in advertising classified, loosely I will admit, but classified nevertheless, as charlatans and pushers of a deadly kind of business immorality that we ourselves are believed to profess.

How wrong this is, you know just as well as I do, because we are all of us in business together and our business is an open book. Unfortunately, almost anyone's sins are more exciting than his acts of virtue; the first are irregular and off-pattern and the second are rarely unusual or dramatic.

Ad advertisers and advertising are much the same.

Press Tries TV Case in Advance

I happen to know of a meeting that is coming up in Washington on March 22, where I have a very good idea that an advertisement whose demonstration has been questioned by the Federal Trade Commission will prove to be advertising that is truthful in every respect. The thing about this that is too bad is that the case has already been disposed of in a section of the press!

On last Friday morning, newspapers all over America carried the story, in many cases on their very front pages, that four large U.S. advertisers and their advertising agencies were charged by the FTC with making (and here I quote a leading newspaper's big, black head) "phony tv commercials."

One of the advertisers listed was one of our clients and one of the agencies was Foote, Cone & Belding. And what do you suppose the complaint was under that accusing head? It said that the demonstration used in our commercials fails to prove that the product will be effective in *all* cases and under *all* circumstances.

And that was all it said.

■ That it had never been anyone's intention to make a universal claim is beside the point here. The FTC thinks we did and they are a properly constituted questioning body, set up for all our protection. And more power to them. What I am talking about here is the press; your press and mine.

To read it—and I am talking about the responsible press, which is practically all of it—you would think in this instance that the Federal Trade Commission had already held a hearing and found our cli-

ent and ourselves, and all the other people cited, guilty of grave crimes against the public. For only one report that I have seen mentioned the fact that there was yet to be a hearing and that the FTC complaint would undoubtedly be strenuously argued against by all of the defendants.

The case was opened and closed in one day, with conviction clearly implied.

■ Not to think that this was a disservice to all advertising is not to think at all. I am sure it would have been better for all of us to report the results of the hearing.

But now I am arguing. And I don't mean to. My respect for the press is well known to everyone who knows me.

I only wish that the press would return my respect, for our business.

One of the biggest jobs that any of us has, I think, is to urge our editorial friends to do this; to meet with us and know us for what we are. For as they do, our business will prosper, and properly.

■ Unfortunately, the dubious situation in which we find ourselves today is nothing new. A great deal of advertising has long been viewed by some people, and some of these are our associates, as either a nuisance or a fraud, and there are always examples at hand that can be used to justify each point of view.

This time it is fraud that has touched off the debate. And the fact that only a very few individuals have been involved in the fraud shows what a ready subject advertising is for complaint and argument and broad generalization.

The result of this is that a good many people are persuaded anew not only of its faithless nature, but also that the subversive power of advertising is everywhere. Fortunately for the public, and for us, neither of these propositions is exactly true.

■ Advertising is neither moral nor immoral. It is only the use that it is put to, and when and where and by whom it is used, that can be either good or bad.

These things make all the difference. And they make most general statements on the subject something less than satisfactory.

While it is demonstrably true that most advertisements are honest, if for no other reason than that most business people are honest, it is equally true that some other advertisements, like some other people, are deceptive and deceitful. Advertising is a representation by individuals and it is subject to almost all of their character traits. It depends upon their principles, their talents and their taste.

What Advertising Has Done Since Grandfather's Day

What advertising is is very simple. But its use is sometimes vastly complicated.

And just now it is tied up in some very good minds with what is conceived to be a concerted effort on the part of almost all business to drug the American public into a state of addiction to the purchase of all manner of wholly unnecessary goods.

It is my own feeling that this is the result of overthinking and overstatement and under-appreciation of the fact that most people in this greatest one-class economy the world has ever known, have *yet* to enjoy very much of it.

■ Let us remember, and remind our apprehensive critics that the seven-to-six, six-day week in most industries is only a generation past; and that the five dollar daily wage was the economic and sociological sensation of the 1920's.

One of my own grandfathers never saw an automobile; the other never saw an airplane. Neither, of course, ever heard a radio or saw a television set in operation —or an electric refrigerator or washing machine or drier. And neither my father nor my mother, both of whom lived into their sixties, ever heard of frozen foods.

This is how fast our world has been moving. And advertising has had a great deal to do with explaining it, in terms of goods offered for sale, that anyone can have—not just some favored few, but *anyone*.

■ If this is good—and most of us think it is—then why, we must ask ourselves, is advertising under attack?

Here I must pass by the intellectual objections that advertising is part of a material civilization that stresses conformity and suppresses the individual; and stick to some facts that I know. The philosophical discussion is for another time and another place.

The attacks that are our concern here are attacks upon the honesty of advertising and our honor as advertising people. And I would urge you, and all of us, to insist everywhere that we can that these are made clear and clearly answered.

Only 'Full-Page Ads' on TV

A case in point is the current excitement about faking in television commercials. I would like to leave television, but I can't because this is where most specific complaints arise.

And I think I can tell you why: the four-inch laxative advertisement that appears in a newspaper and that has no appeal to an ordinary healthy, happy person, and so is passed by with no attention and no reaction, may easily become offensive advertising on the screen.

It's as big as the biggest, attractive food ad. And its impact is as total.

■ There are no four-inch ads or six-inch ads or even quarter-page advertisements in television. They are all the same size. They are all "full pages."

There are no little boxes for the throat and nasal and abdominal diagrams. Every one of these is as big as the dishes of breakfast food or frozen popovers, or glasses of Coca-Cola or beer, or whatever.

And when you don't like them, you don't like *advertising*.

This, I am convinced, is where a great, great many of the attacks come from. And they spread. And they grow, in various ways. And people, by and large, forget where they started and why, and how.

Soap in the Beer? It Has Nothing to Do with Product Promises

Just now, it is charged that more than a few television commercials do not show what they purport to show in various demonstrations: that shaving cream is used in place of whipping cream; that the frosty beading on a beer glass is more often applied glycerine; that the beautiful ice cream you see in desserts is really mashed potatoes, or specially developed plastics; and goodness knows what else.

And I want to tell you that I doubt if any one of these substitutions is made with any intention whatever to deceive anyone. They are done for the sole purpose of making products look and act as they look and act in actual use, rather than as they would look under the glaring Kleig lights and through the electronic eye of a black and white television camera—where, as you know, white is impossible to photograph satisfactorily, and nice, clean white can only be obtained by photographing something blue or yellow or grey.

■ Almost all of these things that sound like cheating are nothing more than matters of photographic technique or, as in the case of the glycerine beading and mashed potatoes masquerading as ice cream, the battle against studio heat, and time.

The truth of the matter is that many of these things that sound so awful were borrowed from the photographic studios where black and white and even color pictures are made for magazine and newspaper reproduction. Here, you should know that glass cubes are often used for ice cubes, that soft drinks may have dye added, that meat and chicken are often bathed in olive oil.

But there are reasons: ice cubes melt while lights are adjusted and cameras made ready, just as in the studios where television commercials are made. The lights also wash out the colors of soft drinks and coffee, and the olive oil simulates the oven freshness or broiler gleam of meat that may have to wait hours to be pictured.

■ Also, it should be noted by the willing weepers that shiny steel and chrome fittings and appliances are usually coated with a *dulling* film to keep the white light of the cameras from turning them black in reproduction.

Either way, it is a further fact that almost all black and white photographs for newspaper and magazine reproduction are, finally, products of the retoucher's art.

My point is: let us be careful in charging chicanery in advertising where mechanical techniques to obtain reproductions of product demonstrations or product performance, have no effect whatever on product end promises. Such charges are thoughtless and meaningless, but explanations later rarely wipe out the evil implications.

And they hurt *all* advertising. These are the charges of the headline chasers. And I don't think that we are going to stop them. We can only *not* repeat them gleefully as great discoveries.

Newspapers Must Stamp Out Contradictory Ad Claims

Improper claims, in television or anything else, are something different. And I think you can do almost everything that is necessary (you and the other media people) to get rid of them—so far as legitimate media are concerned.

I think that the newspapers and maga-

The Creative Man's Corner . . .

Hollandaise Prose

One could assume that, on the whole, people able to afford cars as expensive as Cadillacs, Lincolns and Imperials would be the very people with the means to educate themselves beyond high school and associate with others of contagious cultural standards. One might also assume that, if they were to advertise these cars to their co-equals, they would not use the stilted, presumed "classy" language in which these ads have been written for longer years than one likes to remember.

Elegance . . . brilliant new . . . uniquely luxurious . . . magnificently built . . . rich, new fabrics . . . soft, supple leathers . . . unmatched . . . finest. These words are culled carefully from the dictionary and apparently kept at hand to sprinkle liberally through any ad intended to promote an expensive motor car. Generally the sentences in which they are used, too, are as pointless as a bolt of velvet. Consider this one: "The formal 'town car' elegance of the brilliant new Lincoln promises a uniquely luxurious car." Consider also that the dealer "proudly invites you" to inspect it.

Undoubtedly this rich, Hollandaise-like prose is written by writers who have never had the dough to indulge themselves in a land yacht such as the Caddy or the Lincoln. Therefore they must project themselves into that world in a dream, with vague, dream-like copy resulting. These ads certainly never change over the years, probably because they're always written by the same kind of copywriters. #

NOW AVAILABLE FOR LOCAL AND REGIONAL SPONSORSHIP

A DISTINGUISHED SERIES OF TELEVISION PROGRAMS

THE AMERICAN CIVIL WAR

produced by the Westinghouse Broadcasting Company
distributed by Trans-Lux Television Corporation

The American Civil War is coming to the television screen. Free of romanticized fiction, dramatized only by the intensity of its truth, "The American Civil War" is truly a unique television experience. It is a series of thirteen half-hour programs created by William J. Kaland and Roy Meredith, noted historians of the war between the states. It was produced by the Westinghouse Broadcasting Company and is distributed exclusively by Trans-Lux Television Corporation, names that epitomize the highest levels of integrity and interest. "The American Civil War" is compiled from the works of Mathew Brady whose record as a war-time photographer is unmatched to this day.

During this centennial commemoration of the American Civil War, Trans-Lux is proud to have been selected to present this distinguished series that is alive with heroics, horrors, and occasional humor; the sights and sounds of battle; the overpowering emotions that swayed the minds of men; the colossal minutiae that swung the fate of nations.

"The American Civil War" has been acclaimed by critics and audiences in the course of its sponsored presentation in prime evening time in five major cities: Boston, Pittsburgh, San Francisco, Baltimore and Cleveland. It has now been made available for showing in all other television markets.

Special 1960 Sylvania Award for Outstanding Contribution to Creative Television Technique

STORM OVER SUMTER • MR. LINCOLN'S POLITICS • BRADY OF BROADWAY • IRONCLAD • SEARCH FOR THE MONITOR • ANTIETAM • HOMEFRONT
BATTLE OF GETTYSBURG • THE MISSISSIPPI RIVER CAMPAIGN • BLOCKADERS • GRANT AND LEE • APPOMATTOX • NIGHT OF THE ASSASSINS

TRANS-LUX TELEVISION CORP.

625 Madison Avenue, N. Y. 22, N. Y., PLaza 1-3110-1-2-3-4
For information, contact RICHARD CARLTON, Vice President In Charge of Sales

zines of America must take the same responsibility for the integrity of their advertising columns that they do for their editorial columns.

Indeed, I know that for the most part they do. I am sure I don't know one that would knowingly publish a false advertising claim. But I think that to protect advertising, their advertising first of all, they must go farther.

■ I think they must look at certain highly controversial, competitive claims and say to the advertisers involved: You've got to settle these before we will run your advertising.

I know you can't always do this; you certainly couldn't have done it recently in the instance of the steel industry and the steel union's advertisements. And I suppose there will always be others, matters of opinion: "What is the sleekest automobile?" "What is the year's most notable book?" "What soap leaves hands smoothest?" "What is the greatest moving picture of the decade?"

What I have in mind is something else. I cannot believe that four different gasolines can all give greater mileage; unless I am told greater than *what*. I cannot believe that three different scouring powders *all* remove stains that all other scouring powders leave untouched. I cannot believe that three or four different cigarets all are lowest in nicotine, lowest in tars.

These things confuse me. And they confuse other people. And they make advertising look wholly unprincipled. And in their case, it is.

Urges New BofA Division to Help Police False Ads

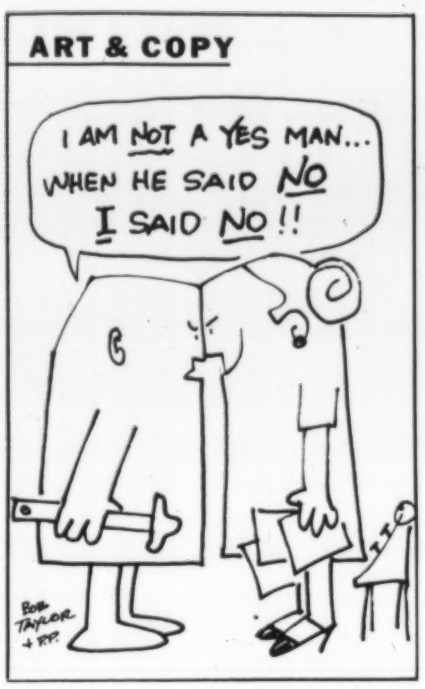
Perhaps if it only stopped here, we could expect this unprincipled advertising to fail of its own lack of principle. And that would be that.

I am wonderfully cheered and somewhat encouraged by the fact that the fastest growing cigaret in America, the new occupant of first place in sales, is advertised with propriety and distinction—and an utter disregard of tars and nicotine! But not everybody has such faith, or such originality.

One of the most serious problems of advertising today is the lack of faith in originality. Copying the other fellow seems much safer. And so we compound the ordinary and the dull.

I repeat that television is the great offender. But I believe that newspapers, with their tradition of sound local retail advertising, and their refusal to permit bait advertising and the like, are in the best position of anyone to lead the way—to say to any advertiser: *prove it*, if there is a question; if he is to use their space.

Two or three weeks ago the editor of *Printers' Ink* took me a little to task for



making this suggestion. He said it was a job for all of us: advertisers, agencies and all. And, of course, I agree.

But if somebody cuts a fancy caper, the honest advertiser and the thoughtful agent are never going to know it until someone on the media side gives it circulation. This is why I appeal to you.

■ As to the machinery for such an undertaking, I can only make a suggestion. I know that few single newspapers could afford the staff that would be required to match, let's say, the Good Housekeeping Institute staff. Perhaps, however, when affidavits are insufficient to settle an issue—as in the case of the cigaret counterclaims, these could be referred to a new division of the Bureau of Advertising, set up for this purpose.

The thing is, the newspapers *do* have a responsibility—and a job to do.

To be fair, I don't think it is a *big* job that has to be done, for, I think there is relatively little advertising that needs any more scrutiny than it now receives. But even this little that is suspect should either be cleared or thrown out—by newspapers, magazines and broadcasters alike—for the sake of us all.

■ There is an old, old saying about a single bad apple spoiling a whole barrel of good ones. I think a few bad apples are raising the devil in the whole big barrel of advertising right now. To pick them out and cast them away is up to all of us, together. #

Employe Communications . . .

Communication—Labor Union Style

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Companies and their bargaining agencies normally differ on a variety of topics, but the alert companies and the alert unions appear to have one ambition in common: to communicate effectively. Each wants to reach its particular group first, with the most acceptable message. The competition is made intense by the obvious fact that the audience for both groups is the same.

Recently the *Wall Street Journal* took a look at communications in the labor unions, and came up with some interesting findings: teletype machines, for example, were used for communication between the striking meat packers in Albert Lea, Minn., and Chicago headquarters.

■ As bargaining goes on the agenda in the telephone companies later this year, it may be safely assumed that the unions will utilize the telephone in various ways to keep the members posted on developments. Some years ago a few companies around the country developed the "secret number" technique of communication, by which supervisors in the plant could dial the presumably secret digits and hear a "confidential" message taped that morning. (The principal rub was that the number couldn't be kept secret, and it cost money and took time to change it.) The unions, however, have developed a comparable system. In New York, for example, according to the *Journal*, the members of the Communications Workers can dial a number and hear the latest in local union and union personnel developments. It is presumed that, if anything interesting occurs during bargaining this year, a member may hear all about it by dialing the right number.

■ Unions and companies face the same problems in trying to communicate quickly via the union or company paper: for split-second news, the medium simply can't be brought out fast enough. Some unions and some companies have tried communicating by closed circuit television, an excellent medium of conversation but up to now impractical because of cost. The telephone recorder system, involving the special number, so far appears to be the best solution for quick union communication. One skeptic has pointed out, however, that "it costs me a dime to make a call from home, and suppose I don't get any useful information when I do. After all, there can't be anything secret about it, because anybody with a dime can dial the same number and get the same dope I do."

■ Thus far no union has indicated an intention of abandoning the labor paper in favor of another medium of communication. The average labor paper has improved greatly over the past few years, although there are still plenty of amateurish products produced by local unions. The international unions hold training sessions for editors, provide various services and materials for them, and in general have attempted to encourage a higher, more professional type of journalism.

Meanwhile the labor unions, like companies, are looking for new means of communicating faster. Today, the need is speed. #

From an Art Director's Viewpoint . . .

Come Back, Little Headline . . .

By Andy Armstrong

This column has pointed several times to the possible effect of magazine editing on the selling power of certain shapes of fractional advertising space. Let us now fan the embers of what some people insist is a cold argument, by reaffirming the proposition that two sets of plates for the same ad can make two quite different impressions when they appear in two different magazines.

Andy Armstrong

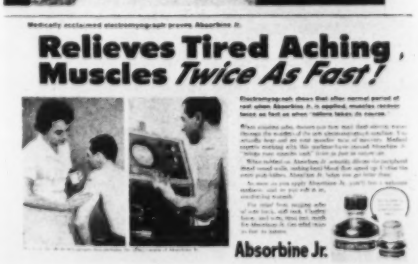
If you still don't believe this, look carefully at Absorbine Jr. in two environments.

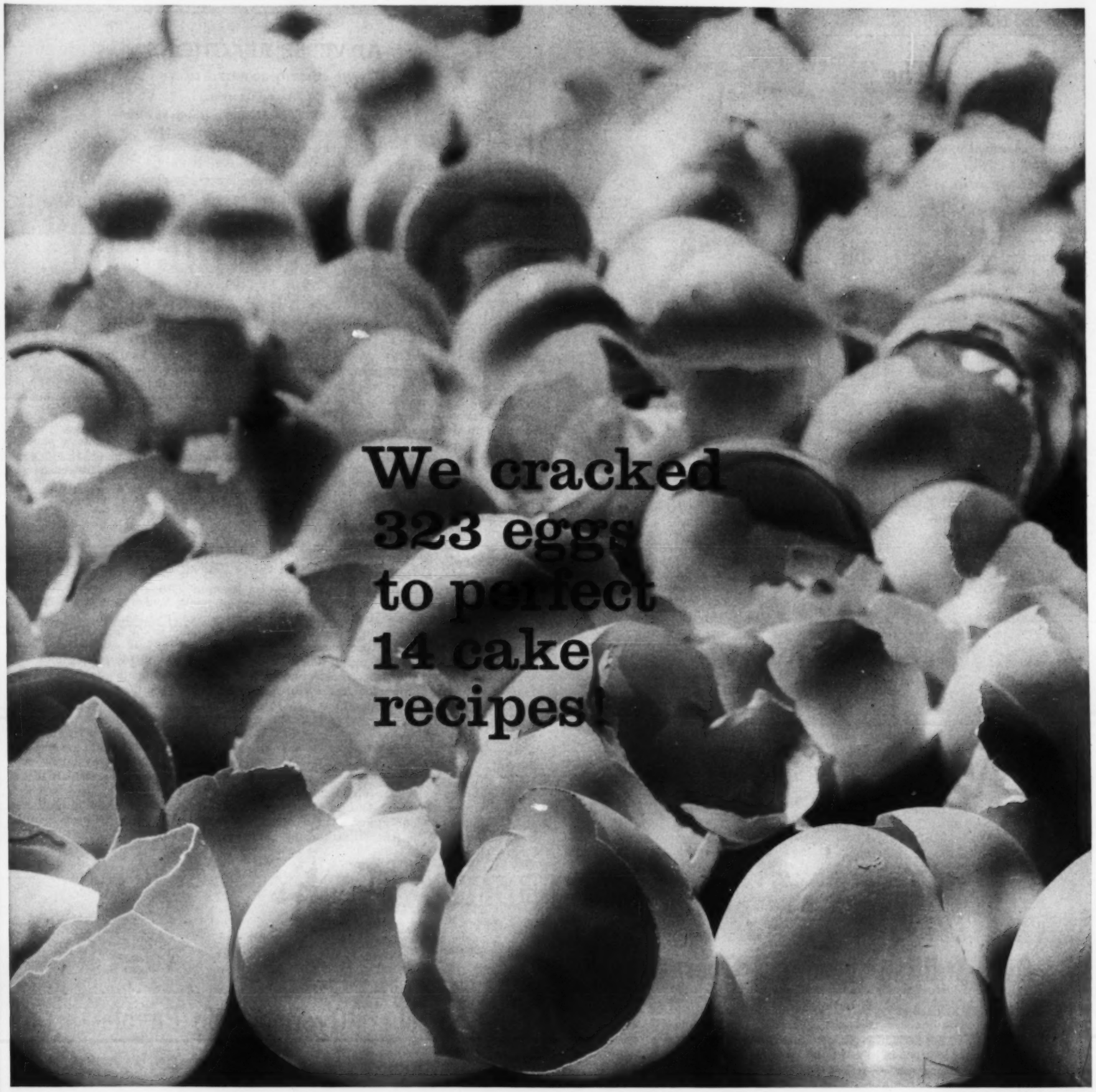
In one magazine, the ad has no competition on the page. Above it, grey columns of editorial text act as an innocuous frame, strengthening the visual importance of the advertiser's words and pictures. The ad, in effect, stands alone. The reader's attention finds no other focus when he comes to this page. Consequently, Absorbine Jr. gets an unhampered chance to talk clearly and strongly. No visual fogging. No interference. No jamming of the ad's channel by the editors. For a reader, the ad presents a serious story in a straightforward, interesting (more or less) and believable (more or less) manner.

In the other magazine, the editorial photo dominates the page and overwhelms Absorbine Jr. The ad's total effect is clouded and diffused. Its pictures dull down in contrast with the highly active scene that fills the other half of the page. The advertiser's story now straddles two concepts. The headline departs from its planned function as the lead for the advertising story, and becomes, for many readers, a caption for the editorial photograph. As such, it invites ridicule, not for the editor, but for the advertiser. The latter doesn't get his money's worth. His cost per thousand goes up, or his "thousand" suffers reduction, every time a reader laughs himself out of the audience.

The Absorbine Jr. situation seems obvious, calling for no further discussion. But if you are tempted to label it a special case, an isolated and completely accidental instance of an editor clobbering an advertiser, you ignore the possibility that you can be clobbered too, in fractional space, any time. You have no covering insurance. Your purchase of half-page horizontal space in a picture magazine particularly includes this risk. What can you possibly say, as an advertiser, that cannot be dominated, obscured, vulgarized, or made downright ludicrous, if the editor inadvertently teams your message with the wrong picture? #

"I tried to help iron out some problems on the Johansson-Patterson rematch."



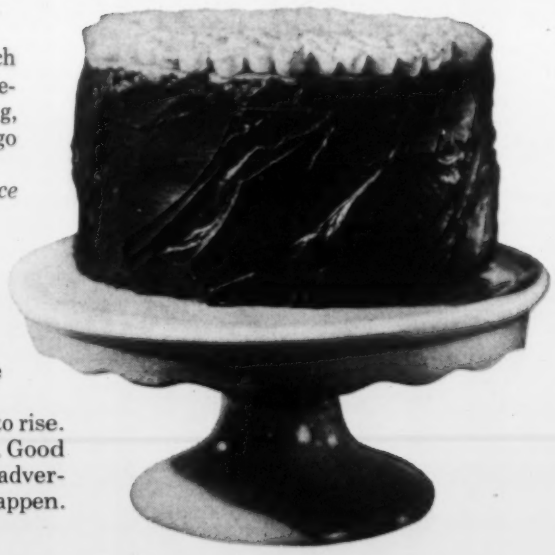


The fourteen luscious cakes shown in March Good Housekeeping's full-color feature represent more hours of recipe-development, baking, testing, tasting and retesting than probably go into any cakes anywhere else!

Here is still more evidence of the *conscience* behind the cooks and kitchens of the Good Housekeeping Institute. We won't print a recipe unless we can be positive that our readers will be able to bake it perfectly.

And that goes for everything we print... your advertising, too. Our 12,350,000 readers trust Good Housekeeping to publish only the honest-to-goodness facts . . . the *truth.*

When you bake a cake, you want the batter to rise. When you run an ad, you want the *sales* to rise. Good Housekeeping goes further than any other advertising medium to make sure both things will happen.



REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Good Housekeeping

MAGAZINE AND INSTITUTE

...because nothing persuades like the truth

A HEARST MAGAZINE

Learning from the Retail Ads . . .

The 'Ho-Hum' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Over three-quarters of a page is consumed here. All it says, in substance, is: "We have five toys for sale. Ain't nobody else got 'em."

In the area of the completely unnecessary and readership-impairing type inversion at the top of the ad, you learn that these are "fun-time headliners" and "stellar specials," but whether the store has other toys or specials is not mentioned.

The ad creators would probably retort to that comment: "Obviously we have other toys and since we are a very big store in a very big city, we would have more than five specials. That goes without saying."

And my answer to that is: "Why run the ad at all? No selling copy whatever accompanies any of the items. So you didn't run the ad to sell toys, but only to affirm the fact that you have toys. If you are a very big store in a very big city, people would already know you have toys —teddy bears, bikes, and doll furniture. And they would know you have specials. They would even know you have some things no other stores bought or have."

■ This is "feather-bedding" advertising. It is "ho-hum" advertising. "Well, we have to get out a toy ad today and I'm bored stiff. How little can we say to the stupid unwashed public and still get by with this thing as an ad? Ho-hum, will that coffee break never come, or did we just have our coffee break?"

A great paper, a great store, a great city, a great audience, and penny-whistle advertising!

People who pay advertising bills are among the biggest suckers on earth.

Many people who create much advertising are among the most incompetent craftsmen on earth. If a brick-mason, a type setter, a surgeon, or a pianist performed as "ho-hum" as many ad creaters do, with as little attention to the blood and bones of their occupation, they would be out of their jobs at once. But advertising's different. Ho-hum.

By the way, want in on a secret? Dr. Norman Vincent Peale is autographing at a party in this store's book section day after tomorrow. Know how I know? I found it out in a toy ad—the one you're looking at—ho-hum—up there by the signature, but that's nothing to make any display fuss about. #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Research Man

With a ton of charts and a wondrous plan
He comes, behold, the Research Man.
Give him four and twenty scholars,
Give him twenty thousand dollars,
And in two months he'll bring to view
The facts that you already knew.

Agencies Ask Us . . .

Over-Staffing the Small Operation

By Kenneth Groesbeck

I have just been writing an ambitious youngster who controls $350,000 in billing and who plans to take in a partner with $150,000. He asks me to comment on his tentative setup for a new agency which includes one copy man, one production man, and all bookkeeping and accounting done by an outside organization.

Kenneth Groesbeck

This is an example of the over-optimistic thinking which invalidates so many starting operations in our business. The $75,000 gross income which this lad contemplates looks big, and as if it ought to be ample to take care of all expenses and assure a year-end profit. How far this figuring is from the bitter truth, those of you who have been through it well know.

In the first place, the gross income on half a million should be estimated not at 15%, but at 20%, at least, with necessary fees and special charges bringing up the gross income to $100,000. Even with rigid economies, $75,000 total income is too small to take care of two principals and the expenses involved in the operation they contemplate.

■ Our ambitious friend says nothing about the expenses of getting started. One hopes he and his friend have a sizeable wad in the bank for furniture and fixtures, for equipment, for advance payments such as for insurance, and enough to take care of the lag between obligations assumed by the agency and the later date when the money finally begins to come in.

Chances are, instead of the $30,000 or so that they ought to have in the bank, with an additional $20,000 available for emergencies (such as cash value of life insurance), they are figuring on meeting their starting expenses out of current receipts.

■ In a similar over-optimistic manner, they are planning on a salary expense far beyond what they can handle. Not for them are the employment of a copy man, a production man, and outside bookkeeping services.

It would be much better for them to figure on a small, well-paid staff, with no frills. Sure, the principals will have to do their own copy and contact, but why not? If you figure 65% of gross income for salaries, you have $48,750 to work with. If we give the two principals $25,000 to split between them, we shall have $23,750 with which to pay our staff.

This breaks down something along these lines:

1 receptionist phone operator	$4,000
1 bookkeeper production	6,000
1 typist file clerk	3,500
1 secretary serving 2 men	6,000

■ This totals $19,500. I realize these salaries are on the high side, but we shall do better with capable people working hard than with a larger staff of less able workers. Our salary margin of $4,250 will come in very handy for parttime emergency services. You can see it doesn't give us a hope of such luxuries as a copy man or a production person. To be realistic, on a new operation of this type, even the 65% allocated to salaries is open to question.

The health and perpetuation of the advertising business depends very largely on the number of young people who go into it and succeed. So it is important that we urge upon these hopeful youngsters a highly realistic appraisal of what their plunge is going to cost. Failing this correct advance figuring, we have too large a number of agency people running seriously into debt in spite of the fact that they have ability and actual billings to build on.

We need to remember that we advertising people are fundamentally hopeful, optimistic, and enthusiastic. If this were not true, we would be in some other type of work. We have great difficulty in seeing the hole in the doughnut.

■ Although the youngster who made this particular inquiry did not bring up this point, I know well from my experience that early in the life of the new agency another opportunity for over-staffing will present itself, which will result in even deeper dives into the red. This dazzling prospect comes in the form of the individual who has a sure hundred thousand or so in billings in his pocket, and who only needs a few months financing before he can deliver the business. Believe it or not, this business-secreting critter goes from one small agency to another, peddling his wonderful prospects, getting from each shop several months salary or "drawing account," usually at a rate higher than the agency principals themselves are getting.

Pay nothing for business until it has been placed and paid for. Paste that in the corporate hat. #

Looking at Radio and Television . . .

Probers Overlook Big Payola

By the Eye and Ear Man

The Washington investigations are going ahead full steam and your AA reporters have filled you in on the facts as they happened, but as advertisers you might like to know what this column thinks the probes mean to you. We start with some of the big problems that have

been overlooked and end with predictions of things to come.

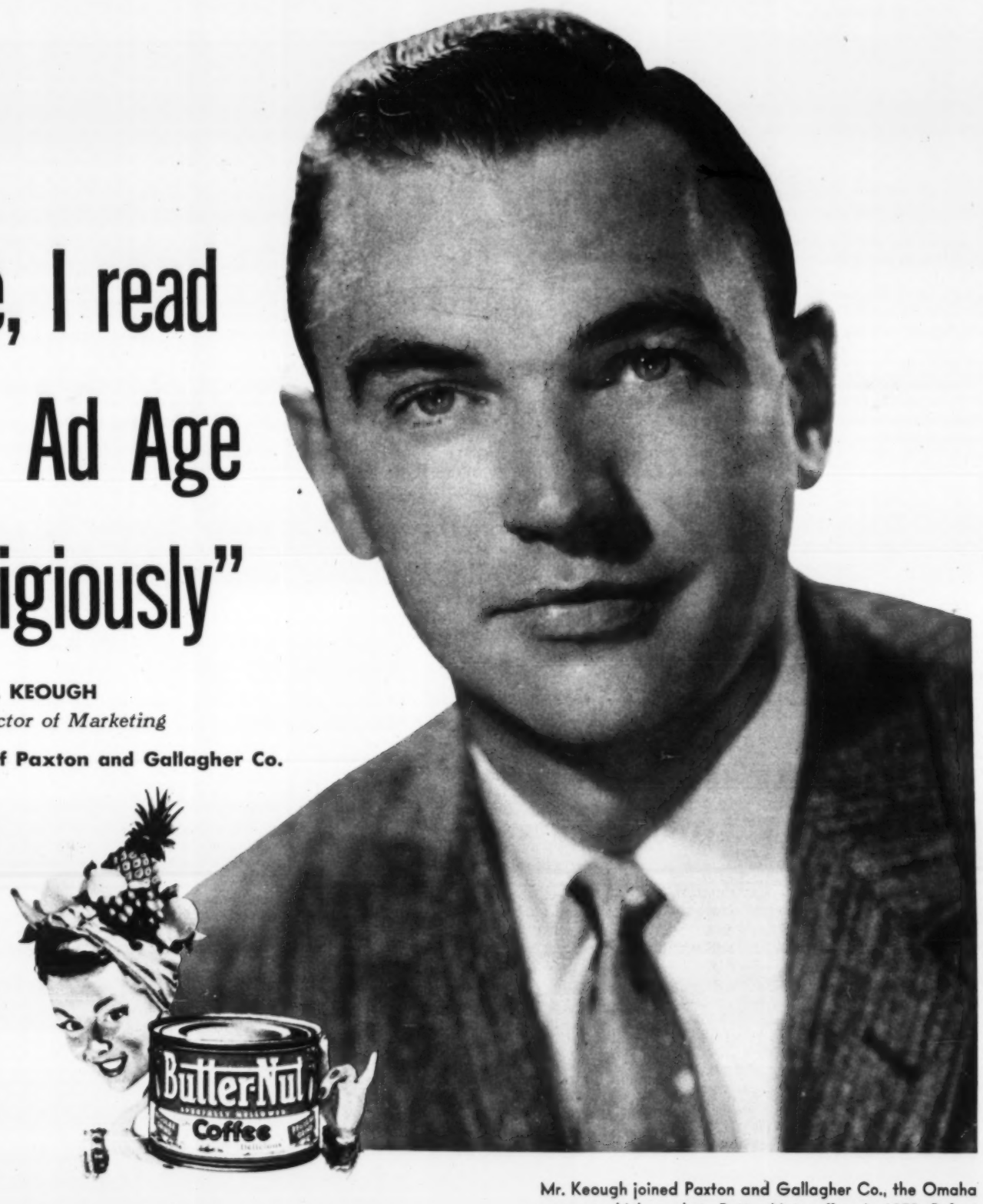
(1) Payola. This costs you money where it hurts: in the increasing end prices you pay for programs and commercials. How come the boys are going after the penny ante players and are leaving out these juicy ones?

(2) Better programs. There is no doubt that advertisers new to television, like Monsanto, American Machine & Foundry, Dow, etc., will be able to use television for building an image and doing public relations work of the sort they would normally do in *Fortune* or *Business Week* type magazines. The programs will be scientific in nature and priced low enough so that anyone can afford them on a one or two time a year basis.

■ The normal users of television will stick to their time honored tradition of mass programming on an every week basis to the largest circulation they can garner. The main effect of cultural programming will be on the advertisers, who are not required to sell to a mass audience and who can risk controversy. The main result will be to have a selective audience for television at reasonable prices. The benefit to the upper educated thinking audience will be some programming they can enjoy and discuss with their friends. To the un-

"Of course, I read Ad Age religiously"

says **DONALD R. KEOUGH**
Vice-President and Director of Marketing
Butter-Nut Foods Co., a Division of Paxton and Gallagher Co.



"For my money, Advertising Age gives more advertising news, more currently, than any other publication I read. Anyone in the coffee business knows with what dazzling rapidity deals are introduced, new promotions originated, etc. In this wheeling-dealing business, we frequently pick up competitive information from Ad Age almost as fast as our own sales force reports it to us.

Of course, I read Ad Age religiously."

Mr. Keough joined Paxton and Gallagher Co., the Omaha concern which markets Butter-Nut coffee, in 1950. Before rising to the post of director of advertising, he had managed the display department and served as assistant sales and advertising manager.

Late in 1958, shortly after Paxton and Gallagher was purchased by Gilbert C. and W. Clarke Swanson (former heads of C. A. Swanson & Sons, frozen foods manufacturer), Mr. Keough was named vice-president and director of marketing for Butter-Nut. In that position, he is responsible for all marketing phases of the Butter-Nut Foods Co. development, including sales and advertising—with an ad budget topping $2,000,000.

Mr. Keough's community interests include the Red Cross Blood Program, the South Omaha Youth Center and the Serra Club, which fosters the entrance of young men into the Catholic priesthood.

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

washed it will be totally uninteresting and incomprehensible and they will be the factor that sees that there is no sizable rating.

Now all of the action by Congress in trying to legislate purity into broadcasting may have the ultimate sock of the action against Jimmy Hoffa in a parallel investigation—that is nothing. Talk that gets headlines in 1960 has a way of being the deadest issue after elections. The industry, however, has been scared—good and scared. The very economic life of the networks has been threatened by emotional legislation. The broadcasters are going to assume closer watch on every facet of their operation.

It is true that the industry has been accused unjustly of crimes far beyond their weight of influence. Less than 1% of the broadcasters has caused the trouble for the majority. The other criticisms have been directed obliquely at the taste of the great public masses who are the ultimate choosers of the majority of programs.

The real hope on the horizon is the recently released statistics on education. It now seems that illiteracy in the United States is rapidly disappearing and that more than 50% of the viewers have had some high school education. This is a long way from having science, literature, and languages in prime time, but it is a step in the right direction, for the increasing quality of programming is directly related to the ability of masses to understand it. #

On the Merchandising Front . . .

Anticipating the Unanticipated

By E. B. Weiss

It must be at least 15 years ago that I first placed a pox on our economic prognosticators. For a full decade I "poxed" our prognosticators annually.

Did my pox have any effect? It did not!

E. B. Weiss

Our economists continue to make their forecasts—especially as each year turns to its close. And the business community continues to pay close heed to our economic Delphi oracles.

As 1959 came to its close, our economists were remarkably agreed that 1960 would be a year of unparalleled prosperity. Indeed, they were in such total agreement, that Prof. Malcolm P. McNair of Harvard was led to remark that "The very unanimity of the business forecasters is a bit terrifying. . . . One begins to wonder whether perhaps the present crew of business soothsayers spend too much time in one another's company, draw too much of their material from the same sources, and hence slip into an easy rut of projecting the continuance of obvious current trends." (Prof. McNair, nonetheless, makes his own economic projections including forecasts of retail volume.)

■ My objections to economic forecasts are simply stated:

1. Economics is not a science. It is merely a discipline—and inclined to be rather undisciplined. There is simply no basis for the assumption that acquaintance with such statistics as personal income, savings, consumer credit, gross national product, etc., qualifies one to any greater degree of accuracy in forecasting the economic future than the intuition of the experienced business man.

2. The business future tends to be controlled more by the *unanticipated* than the anticipated. Until economists develop the little knack of *anticipating the unanticipated*, and then giving it proper weight in their calculations, their forecasts must remain what, in essence, they are—guesses. (This applies to Harvard forecasters, Princeton forecasters, Yale forecasters, and those less fortunate forecasters not blessed with Ivy League background.)

A significant example of the unanticipated cropped up in the economic world this January. I refer to the generally unexpected shrinkage in security prices that took place in that month—a drop larger than any occuring in January for some 30 years. It is estimated that the January break in the various securities market represented a shrinkage in values on the order of $50 billions!

Now let us agree that this $50 billion loss was largely a paper loss. Let us agree that much of it represents merely paper loss to large institutions. Let us agree that it may be entirely a temporary economic phenomenon.

But having agreed to these points—the fact still remains that millions of our best discretionary-income families found on February 1, 1960 that their assets—on paper—had shrunk quite a bit from their asset position as of the first day of the year. Now it is generally known that mounting paper profits can make a family feel extremely cheerful—and, conversely, a decline in paper profits, or a substitution of paper losses for paper profits, can make a family feel pretty depressed. Moreover, many people took losses on their security holdings in January—and their losses may total several billions. (I'm not talking about the big investors but about rank-and-file investors who are also our big shoppers.)

■ Obviously, this sort of development leaves a profound impact on the shopping programs of millions of families. (And the more millions with security holdings, the larger the segment affected.) If nothing else, there is a degree of loss of confidence—and a good deal of shopping rests on that shifty basis of confidence. Buying psychology tends to change—and not for the better.

Of all of the economists who so uniformly predicted happy times for 1960—how many included in their calculations a drop in security values for January of some $50 billions? Surely the answer is "none"—or "practically none." So this was an unanticipated development; precisely the sort of unanticipated development that almost regularly comes along to plague the forecasters.

It is also interesting to note that even in those areas where forecasting should presumably function with more accuracy, the forecasting art tends to go haywire. Example: Our economists were uniformly of the conviction that the steel strike had caused steel shortages which could not be balanced out for at least a half year. The first week in February the *Wall Street Journal* reported that steel inventories were being rebuilt with astonishing speed and some steel prices had even begun to weaken! That same publication was reporting early in February that auto sales were falling behind predictions; ditto for sales of major appliances.

In citing these developments I am making no predictions of my own. I cite them simply to indicate that I see no reason to discontinue putting a pox on prognosticators. #

Salesense in Advertising . . .

The Two Objectives of Advertising

By James D. Woolf
Creative Consultant

There seems to be a good deal of confusion about what we mean when we talk about "corporate image."

To me the concept relates not merely to a product (or products) alone, but to the reputation of its promoter for integrity, helpfulness, progressiveness, fair prices, and guaranteed consumer satisfaction.

James D. Woolf

And it does not relate necessarily to large corporations. And not to a specific product. An individual salesman may acquire a highly favorable corporate image not solely because of the merits of his product; his customers have learned he is helpful, scrupulously honest and a man who keeps his word.

A week or so ago I took my car to a new auto repair shop for an overhauling. The foreman, after diagnosis, showed me exactly what was needed to be done and estimated the bill would be about $35.

■ Imagine my surprise and pleasure when, a couple of days later, I was handed a bill for $31. Moreover, an even greater surprise—the car had been washed and rubbed so expertly that it sparkled as brilliantly as a new dime. The seat covers had been thoroughly cleaned, too.

"A beautiful wash job," I complimented the foreman. "I didn't order it, but I'm glad you did it. How much do I owe you?"

"Not a cent," he smiled. "You see, it's our policy to give our customers a little something extra."

■ A few weeks ago, motoring through a city of some 40,000 population, I happened to remember that my wife had asked me to bring home a coffee percolator of a new type she had been unable to find in her local stores.

While paying my luncheon check I asked the cashier for help. "Well," she said, "there are a dozen stores here that *might* have what you want. But since it's something special you are looking for, you'd better try Wilson's. They're usually first with the latest."

Seeking directions from a policeman on the corner, I mentioned casually that I was trying to track down a hard-to-find percolator.

"Wilson's," he declared, "is your best bet."

Wilson's, I discovered, was not a big local advertiser, but for many reasons it enjoyed a highly favorable corporate image. It had a reputation of being on its toes—of being alert and up-to-date—of being first with the latest—of backing every sale with a money-back guarantee.

■ Turning now to the national scene the picture changes. A favorable corporate image is created largely by two factors—(1) the excellency of the product (or products) and (2) the trustworthiness, probity, tone and dignity of the advertising. Advertising which is in bad taste and of questionable veracity cannot possibly contribute to the building of a favorable image.

All advertising, local or national, has two main objectives: (1) selling goods and (2) creating a favorable corporate image. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What They Were Saying 25 Years Ago . . .

Edward H. Gardner, executive secretary of the advisory committee on advertising of the Proprietary Assn., in a speech in support of the Meade Bill to strengthen the Food and Drug Act, before the Chicago Federated Advertising Club (AA, Feb. 16, 1935):

"So much has been said regarding the need of regulation in the drug field that an impression has been created that we have no food and drug law and the public has no protection. The fact is that no industries are more thoroughly policed than the food and drug industries. No matter how honest a manufacturer is, he must be careful or he is liable to be continually harassed by seizures, citations and criminal prosecutions under the existing law, which for years has been used as a pattern for food and drug legislation in other countries."

Bruce Bliven, editor of the New Republic, in a speech to the Public Ownership League Conference, where he urged start of a government-owned broadcasting network (AA, March 2, 1935):

"Through a series of historical accidents for which no one in particular is to blame, the radio has degenerated into a device whose only purpose is to make money. It would not be hard to clear sufficient channels for the government broadcasting without displacing more than a very few of the 600 private stations in the U. S., 90% of which never under any circumstances broadcast anything worth hearing."

Coming Conventions

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 9th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

American Credit Sets New Push in Three Media

Theme of the American Credit Indemnity Co. of New York's 1960 ad campaign is, "You wouldn't build half a bridge," or ship or airlines etc. to get across the point that the company helps finish the job by completing the profit cycle and protecting capital investment.

Large space ads will run in *American Agency Bulletin, American Banker, Best's Insurance News, Burroughs Clearing House, Business Week, Commercial Law Journal, Credit & Financial Management, Dun's Review & Modern Industry, Journal of Accountancy, Local Agent, National Insurance Buyer, Rough Notes, Sales Management* and *Wall Street Journal*. VanSant, Dugdale & Co., Baltimore, is the agency.

California Dairy Board Sets Outdoor Push

With an ad budget of $150,000, the California Dairy Advisory Board, San Francisco, will use 640 outdoor advertising signs to promote the use of milk. Initial outdoor bulletins have a Winter Olympics theme, showing three girl skiiers and a "Make Mine Milk" slogan (AA, Feb. 22).

The board's 1960 campaign, handled by Cunningham & Walsh, San Francisco, will use outdoor in three periods, April and May, August and September, and October and November, with milk being the sole dairy product promoted.

Early Times in Drive

A series of ads showing people using Early Times bourbon in a typical home situation is being used by Early Times Distillery, a division of Brown-Forman Distillers, Louisville, from February through May. The ads, appearing for the first time without body copy, use the theme "enjoy the true old-style Kentucky Bourbon . . . always smoother because it's slow-distilled." *Gourmet, Life, Newsweek, Sports Illustrated,* and *True* are being used in the series. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency for Early Times.

Atlas to Use Consumer Media

Atlas Van-Lines, Chicago, will expand its advertising program this year to include major consumer media for the first time in the carrier's 12-year history. Atlas will run one-third page insertions in *U. S. News & World Report* in February, April, June, September and November. Ads also will run in *Distribution Age, National Defense Transportation Journal, Sales Management* and *Transport Topics*. Garfield-Linn & Co., Chicago, is the agency. The company will move to Evansville, Ind., March 21.

Ford International Boosts Two

Donald E. McKellar has been named manager of Ford international group advertising and promotion, and John F. Mayhew has been appointed manager of its public relations. Both will report to Leo C. Beebe, Ford international public and governmental affairs manager. Mr. Kellar joined Ford's international division as advertising manager in 1955. Mr. Mayhew has been with Ford public relations since 1953 and assistant public relations manager of Ford international since 1957.

Austin Named Ad Manager

E. William Austin has joined the Watertown division of New York Air Brake Co., Watertown N. Y., as advertising manager. Mr. Austin was formerly advertising operations supervisor of the Rome Cable division of Aluminum Co. of America.

How to reach the men who plan . . . and buy businesspaper advertising

It's easy to reach these men. They read INDUSTRIAL MARKETING

HERE'S PROOF:

The Associated Business Publications, Inc., more familiarly known as ABP, ran a gatefold insert in the November issue of Industrial Marketing. This insert offered 10 ABP ad aid booklets designed to help advertisers learn more about businesspapers and how to use them more effectively. A coupon had to be removed from the insert and completed in the following manner: The code letter of each booklet had to be circled and the number of copies wanted marked; the individual's name, title, company name and address had to be filled in. The respondent then had to address an envelope, insert the card, affix postage and mail.

164 IM readers did just that! Proof, indeed, of IM readership and response. Here is the boxscore:

WHO RESPONDED

By Job Title

Ad. Mgrs./Dir. Adv.	39
Presidents	22
Sales Prom. Mgrs.	14
Partners/Owners	10
Acct. Exs.	11
Vice Presidents	9
Copy Chiefs/Writers	7
Publishers/Bus. Mgrs.	5
Market Planning Exs.	6
Research Directors	3
Sales Mgrs.	3
Publicity Mgrs.	3
Asst. Adv. Mgrs.	2
Media Dir.	1
Misc. (Art and Creative Dirs., Sales Coordinators, Etc.)	29
Total	164

By Classification

Manufacturing	64
Adv. Agencies	57
Publishing	17
Research Cos.	3
Graphic Arts	2
Misc. (Municipal, Schools, Etc.)	21
	164

WHAT THEY ASKED FOR

Title of Booklet	Number of Copies Requested
1. Businesspapers . . . The "Working" Press	112
2. Leading Businesspaper Advertisers ($3.00 per copy)	28
3. Intensive Advertising (a-b-c's of sound business advertising)	211
4. Man in the Middle (Copy Ideas)	201
5. ABP Awards Booklet	158
6. Fast Facts about Businesspapers	135
7. Trade Paper Readership	83
8. How to be an above average Advertiser	188
9. Know-How . . . in Action	110
10. How Much Does NO Advertising Cost?	221

The above pattern clearly identifies the respondent by title and industry classification. It indicates the intense interest of IM readers in industrial advertising and businesspapers. If you have a stake in the industrial advertising market, then you can count on IM as the prime medium to reach the men who plan . . . and buy businesspaper advertising.

INDUSTRIAL MARKETING

Selling and advertising to business and industry

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

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Of all of the economists who so uniformly predicted happy times for 1960—how many included in their calculations a drop in security values for January of some $50 billions? Surely the answer is "none"—or "practically none." So this was an unanticipated development; precisely the sort of unanticipated development that almost regularly comes along to plague the forecasters.

It is also interesting to note that even in those areas where forecasting should presumably function with more accuracy, the forecasting art tends to go haywire. Example: Our economists were uniformly of the conviction that the steel strike had caused steel shortages which could not be balanced out for at least a half year. The first week in February the *Wall Street Journal* reported that steel inventories were being rebuilt with astonishing speed and some steel prices had even begun to weaken! That same publication was reporting early in February that auto sales were falling behind predictions; ditto for sales of major appliances.

In citing these developments I am making no predictions of my own. I cite them simply to indicate that I see no reason to discontinue putting a pox on prognosticators. #

Salesense in Advertising . . .

The Two Objectives of Advertising

By James D. Woolf
Creative Consultant

There seems to be a good deal of confusion about what we mean when we talk about "corporate image."

To me the concept relates not merely to a product (or products) alone, but to the reputation of its promoter for integrity, helpfulness, progressiveness, fair prices, and guaranteed consumer satisfaction.

James D. Woolf

And it does not relate necessarily to large corporations. And not to a specific product. An individual salesman may acquire a highly favorable corporate image not solely because of the merits of his product; his customers have learned he is helpful, scrupulously honest and a man who keeps his word.

A week or so ago I took my car to a new auto repair shop for an overhauling. The foreman, after diagnosis, showed me exactly what was needed to be done and estimated the bill would be about $35.

■ Imagine my surprise and pleasure when, a couple of days later, I was handed a bill for $31. Moreover, an even greater surprise—the car had been washed and rubbed so expertly that it sparkled as brilliantly as a new dime. The seat covers had been thoroughly cleaned, too.

"A beautiful wash job," I complimented the foreman. "I didn't order it, but I'm glad you did it. How much do I owe you?"

"Not a cent," he smiled. "You see, it's our policy to give our customers a little something extra."

■ A few weeks ago, motoring through a city of some 40,000 population, I happened to remember that my wife had asked me to bring home a coffee percolator of a new type she had been unable to find in her local stores.

While paying my luncheon check I asked the cashier for help. "Well," she said, "there are a dozen stores here that *might* have what you want. But since it's something special you are looking for, you'd better try Wilson's. They're usually first with the latest."

Seeking directions from a policeman on the corner, I mentioned casually that I was trying to track down a hard-to-find percolator.

"Wilson's," he declared, "is your best bet."

Wilson's, I discovered, was not a big local advertiser, but for many reasons it enjoyed a highly favorable corporate image. It had a reputation of being on its toes—of being alert and up-to-date—of being first with the latest—of backing every sale with a money-back guarantee.

■ Turning now to the national scene the picture changes. A favorable corporate image is created largely by two factors—(1) the excellency of the product (or products) and (2) the trustworthiness, probity, tone and dignity of the advertising. Advertising which is in bad taste and of questionable veracity cannot possibly contribute to the building of a favorable image.

All advertising, local or national, has two main objectives: (1) selling goods and (2) creating a favorable corporate image. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What They Were Saying 25 Years Ago . . .

Edward H. Gardner, executive secretary of the advisory committee on advertising of the Proprietary Assn., in a speech in support of the Meade Bill to strengthen the Food and Drug Act, before the Chicago Federated Advertising Club (AA, Feb. 16, 1935):

"So much has been said regarding the need of regulation in the drug field that an impression has been created that we have no food and drug law and the public has no protection. The fact is that no industries are more thoroughly policed than the food and drug industries. No matter how honest a manufacturer is, he must be careful or he is liable to be continually harassed by seizures, citations and criminal prosecutions under the existing law, which for years has been used as a pattern for food and drug legislation in other countries."

Bruce Bliven, editor of the New Republic, in a speech to the Public Ownership League Conference, where he urged start of a government-owned broadcasting network (AA, March 2, 1935):

"Through a series of historical accidents for which no one in particular is to blame, the radio has degenerated into a device whose only purpose is to make money. It would not be hard to clear sufficient channels for the government broadcasting without displacing more than a very few of the 600 private stations in the U. S., 90% of which never under any circumstances broadcast anything worth hearing."

Coming Conventions

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 14-15. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 17-19. Advertising Federation of America, 9th District, Hotel Cornhusker, Lincoln, Neb.

April 1-3. Eastern Intercity Conference of Women's Advertising Clubs, Sheraton-Biltmore Hotel, Providence.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 14-16. Advertising Federation of America, 2nd District, Skyline Inn, Mt. Pocono, Pa.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn., annual convention, Advertising Club of New York.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

American Credit Sets New Push in Three Media

Theme of the American Credit Indemnity Co. of New York's 1960 ad campaign is, "You wouldn't build half a bridge," or ship or airlines etc. to get across the point that the company helps finish the job by completing the profit cycle and protecting capital investment.

Large space ads will run in *American Agency Bulletin, American Banker, Best's Insurance News, Burroughs Clearing House, Business Week, Commercial Law Journal, Credit & Financial Management, Dun's Review & Modern Industry, Journal of Accountancy, Local Agent, National Insurance Buyer, Rough Notes, Sales Management* and *Wall Street Journal*. VanSant, Dugdale & Co., Baltimore, is the agency.

California Dairy Board Sets Outdoor Push

With an ad budget of $150,000, the California Dairy Advisory Board, San Francisco, will use 640 outdoor advertising signs to promote the use of milk. Initial outdoor bulletins have a Winter Olympics theme, showing three girl skiiers and a "Make Mine Milk" slogan (AA, Feb. 22).

The board's 1960 campaign, handled by Cunningham & Walsh, San Francisco, will use outdoor in three periods, April and May, August and September, and October and November, with milk being the sole dairy product promoted.

Early Times in Drive

A series of ads showing people using Early Times bourbon in a typical home situation is being used by Early Times Distillery, a division of Brown-Forman Distillers, Louisville, from February through May. The ads, appearing for the first time without body copy, use the theme "enjoy the true old-style Kentucky Bourbon ... always smoother because it's slow-distilled." *Gourmet, Life, Newsweek, Sports Illustrated,* and *True* are being used in the series. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency for Early Times.

Atlas to Use Consumer Media

Atlas Van-Lines, Chicago, will expand its advertising program this year to include major consumer media for the first time in the carrier's 12-year history. Atlas will run one-third page insertions in *U. S. News & World Report* in February, April, June, September and November. Ads also will run in *Distribution Age, National Defense Transportation Journal, Sales Management* and *Transport Topics*. Garfield-Linn & Co., Chicago, is the agency. The company will move to Evansville, Ind., March 21.

Ford International Boosts Two

Donald E. McKellar has been named manager of Ford international group advertising and promotion, and John F. Mayhew has been appointed manager of its public relations. Both will report to Leo C. Beebe, Ford international public and governmental affairs manager. Mr. Kellar joined Ford's international division as advertising manager in 1955. Mr. Mayhew has been with Ford public relations since 1953 and assistant public relations manager of Ford international since 1957.

Austin Named Ad Manager

E. William Austin has joined the Watertown division of New York Air Brake Co., Watertown N. Y., as advertising manager. Mr. Austin was formerly advertising operations supervisor of the Rome Cable division of Aluminum Co. of America.

How to reach the men who plan... and buy businesspaper advertising

It's easy to reach these men. They read INDUSTRIAL MARKETING

HERE'S PROOF:

The Associated Business Publications, Inc., more familiarly known as ABP, ran a gatefold insert in the November issue of Industrial Marketing. This insert offered 10 ABP ad aid booklets designed to help advertisers learn more about businesspapers and how to use them more effectively. A coupon had to be removed from the insert and completed in the following manner: The code letter of each booklet had to be circled and the number of copies wanted marked; the individual's name, title, company name and address had to be filled in. The respondent then had to address an envelope, insert the card, affix postage and mail.

164 IM readers did just that! Proof, indeed, of IM readership and response. Here is the boxscore:

WHO RESPONDED

By Job Title

Ad. Mgrs./Dir. Adv.	39
Presidents	22
Sales Prom. Mgrs.	14
Partners/Owners	10
Acct. Exs.	11
Vice Presidents	9
Copy Chiefs/Writers	7
Publishers/Bus. Mgrs.	5
Market Planning Exs.	6
Research Directors	3
Sales Mgrs.	3
Publicity Mgrs.	3
Asst. Adv. Mgrs.	2
Media Dir.	1
Misc. (Art and Creative Dirs., Sales Coordinators, Etc.)	29
Total	**164**

By Classification

Manufacturing	64
Adv. Agencies	57
Publishing	17
Research Cos.	3
Graphic Arts	2
Misc. (Municipal, Schools, Etc.)	21
	164

WHAT THEY ASKED FOR

Title of Booklet	Number of Copies Requested
1. Businesspapers . . . The "Working" Press	112
2. Leading Businesspaper Advertisers ($3.00 per copy)	28
3. Intensive Advertising (a-b-c's of sound business advertising)	211
4. Man in the Middle (Copy Ideas)	201
5. ABP Awards Booklet	158
6. Fast Facts about Businesspapers	135
7. Trade Paper Readership	83
8. How to be an above average Advertiser	188
9. Know-How . . . in Action	110
10. How Much Does NO Advertising Cost?	221

The above pattern clearly identifies the respondent by title and industry classification. It indicates the intense interest of IM readers in industrial advertising and businesspapers. If you have a stake in the industrial advertising market, then you can count on IM as the prime medium to reach the men who plan . . . and buy businesspaper advertising.

INDUSTRIAL MARKETING

Selling and advertising to business and industry

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Qualified Job Hunters Find Obstacles in Agency Field

To the Editor: About seven months ago, I decided, with the advice of the chairman of the board of a well-known firm in the communications field, and with the help of a top-notch personnel consultant, to seek a position as a marketing-merchandising executive with one of New York's better advertising agencies. As a matter of fact, my resume was sent to several of America's greatest agencies.

... With fairness and forthrightness, I write to comment upon your recent editorial entitled, "We Need More Advertising People" (AA, Feb. 12). I have [picked out] those phrases which have struck me as being applicable to my own situation. That is, I have not been able to "crack the caste system."

"New blood," ... The Presidential and Exec Vice-Presidential Lip Servants have been calling for MEN OF MARKETING, with field experience, product management, grass-roots and retail level experience! But on interview, they ask you WHO YOU KNOW at certain retail and manufacturing firms, not WHAT YOU KNOW about their promotions, merchandising peculiarities.

"Competent people...." ... In what, holding martinis? Looking sincere? I have never been rated a bright young man in my industry on the basis of my firm handshake, but, more so, at an early-30 age, for what I have written and said at national trade conferences!

"... much of this problem is advertising's own making..." ... Yes, and it gives more weight to another problem about the profession: its own image. Mine is now a bad image. Two of the agencies who interviewed me advised that they would absolutely call me, at a specific time, to advise whether I should return for another interview. One, in promising to call the following day advised that I would be considered as the "top contender" for the job. Four days later I called, apologetically, and without rancor, or anger, and asked if they had perhaps lost my phone number. They said that they had not, and that I would be contacted, "tomorrow." This was some two weeks ago.

"... old school tie" ... Check mine. Ivy League. Top business school. B.S. in Marketing. "... college curricula"... I HAVE WRITTEN TWO OF THEM MYSELF, and have taught for many years on the college level, nights.

"... right kind of people" ... My shoes are shined, shirts are clean (and usually button-down oxfords tho' not for effect) and I use a deodorant each day. I shudder to think of your inference, and because I have a good sensitivity-threshold, shall not infer myself.

So here is a guy who WANTED to get into an agency, at a medium five-figure salary, not too far away from his present one as top-management marketing man in a manufacturing firm. Here is a man who, immodestly looks O.K., speaks and writes well, and has no bad habits other than bringing work home because he likes to do it. And there, sir, is the in-bred ad business, with a terrible problem.

Disillusioned,
New York.

•

To the Editor: I applaud the editorial in your Feb. 8 issue, "We Need More Advertising People." You can be sure there are several dozen teachers of advertising at universities throughout the country who have had to admit that several of their first-rate students didn't make it at some of the agencies because they were not the "right" kind of people and from the "right" kind of university.

We tried to hit at this sort of thing during the national conference of the American Marketing Assn. last December, when some of the "pros" in the advertising business gave us some real help. We asked them, "What sort of product do you want the college teacher of advertising to turn out?" Some of the teachers of advertising attending the session came away with the feeling that among others of similar strain, the following type of qualifications are becoming less and less important as an employment prerequisite: (1) the "right" name, (2) the "right" cut of clothes, (3) the ability to affect the approved kind of polished condescending manner, (4) failure to make the "handshake grade" by improperly grasping the extended open-fingered hand that comes toward you at chest level.

Problem: The advertising business needs a very considerable infusion of new blood. Solution: More emphasis on talent, less emphasis on the atmosphere of the old school tie as an employment prerequisite.

William L. Doremus,
Associate Professor, New York University, and National Chairman, Committee on the Teaching of Advertising, American Marketing Assn.

•

AA's 'Out of This World,' But He Needs Space, Man

To the Editor: Only the most urgent demand for space compels us to make this amazing offer:

- 520 fact-packed issues of Advertising Age—running consecutively from January, 1947, through and including December, 1956.
- Ten years of the most exciting, vital history, background and basic records of advertising, publishing and marketing.
- An invaluable reference library that, frankly, we just hate to part with. But we will do so entirely gratis, provided:
  - A. An advertising colleague or worthy organization (preferably in the Southern California area) can put them to good use.
  - B. Will permit us to refer to them from time to time.
  - C. Makes request in writing and permits us to be sole judge of the lucky winner.

Where else but in "The National Newspaper of Marketing" does one learn of such remarkable offers?

George Roosevelt,
Executive Director, Financial Service Associates, 455 N. Raymond Ave., Pasadena 3.

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It Takes One Man to Produce Ideas, Adman Says

To the Editor: ... I have spent many years in the art departments of some of our greatest agencies and I would like to assert, right here and now, that our agencies are literally stuffed with creative brains of dazzling caliber. Seeking an outlet these brains naturally gravitate to advertising as one of the most readily accessible and most rewarding. As an art director, a steady stream of brilliant, original and arresting ideas comes to my desk daily. I have never known a period when this wasn't so.

But how many of these ideas ever hit print? Very, very few.

Why is this so?

The answer is so simple it's almost embarrassing. We have forgotten that it takes only one man to produce an idea. Not five or ten or twenty. One man alone. Quietly, all by himself.

Yet the prevailing system in most agencies these days is a turbulent negation of this simple truth. In the frantic effort to find new ways to tell the old story, dozens of people are enlisted ... Everybody contributes and contributes. They push and they pull—and they squeeze. By the time it's all over, whatever there was to start with is pounded to a pulp. There's nothing left to do but start all over again. This is called a 'go-round' ...

Most creative personalities are loners. Raw ideas hit them from outer space somewhere at any time without warning. On the subway—in bed at 4:37 a.m.—at dinner at Aunt Della's. Can you imagine Picasso, for-instance, calling a meeting. "Boys, I'm going to paint me a new picture, so pull up a chair and think me up some zingy ideas." Of course Picasso is different from advertising, but not as different as you think. Picasso is big business too ...

In art departments today, control and power seem to be shifting to men short on taste and imagination but long on personality. An art director is expected not only to create an ad, but sell it too. Creative artists are not often good at selling, even though they may be very articulate. Some might have a flair for publicity—a la Dali—though in our business, of course, eccentricity is tabu. No, the two talents in equal measure are seldom found in one body. But if you find such a one, hold on to him—he's a *rare avis* ...

I hope to see a revival of the importance of the talented individual in our big shops. The day when the loner is brought out of the shadows, is given authority and recognition, a chance to show what he really can do. Let him produce ads that he can be proud of. Let them be HIS responsibility—HIS babies—all the way. He'd practically turns himself inside out. A new race of stars would be born. But what identification the ads would have! And what variety! All the loners doing their stuff in their own individual way! ...

Robert C. Gellert,
New York.

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No Alternative to Free Enterprise, Reader Cautions

To the Editor: I read with great interest the following statement by Federal Trade Commissioner Sigurd Anderson quoted on Page 4 of your issue of Feb. 15, 1960:

"Even beyond advertising, competition itself is on trial. Free enterprise is at the crossroads."

What, then, would Mr. Anderson substitute for the free enterprise he seems so to dislike? Communism or dictatorship, words which are almost synonymous? If our bureaucratic government succeeds in killing competition, we shall have to adopt some other system. What does Mr. Anderson recommend?

No, I fear that what is really on trial is government by bureaucrats. The American public is in no mood to give up free enterprise which has made this country great, and sooner or later, it will turn on those who seek to destroy it. We, the public, are slow to wake up in the U. S., but when we do, it bodes no good for the enemies of our system of living and the principles on which the country is based. It ill behooves an appointed "public servant" to bite the hand that feeds him. If free enterprise is to fall, we shall have no need for Federal Trade Commissioners, only commissars ...

Name Withheld by Request.

• • •

Does Advertising Hark Unto Its Own Message?

To the Editor: Your tabulation of ad expenditures as a percentage of sales (AA, Feb. 15) is interesting, helpful and good.

One hundred and fifty-nine categories spent 0.80% or more for advertising, while 123 business types spent less than that figure.

Under "Business Services," advertising hit exactly 0.80%. In other words, the advertising business as a whole does not believe in, or at least does not use much of, the valuable sales-building tool which it daily sells in million dollar units to the "advertisers."

If advertising is the sales-builder it is "sold" to be—why doesn't the advertising business use the tool in which it claims to be the specialist?

W. F. Randolph,
Randolph Associates, Wellesley, Mass.

P. S. We put our money where our mouth is. Last year's advertising expenditures by this agency: 5.84% of sales. (And our CPAs gave us hell!)

• • •

Wrestling, Anybody?

To the Editor: We appreciate anyone who has new, unusual and creative approaches to problems, any problems! We feel that part of progress is the solution, or at least a new attempt to solve any old problem.

Our hat is off to the *New York Times* "JUDO TIPPING WOMEN" ad in your issue of Feb. 8.

William H. Douglas,
Douglas Advertising Agency, Rapid City, S. D.

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 10 million monthly to furnish them. Fantastic? Yes, but true ... proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

THIS BEDTIME-STORY

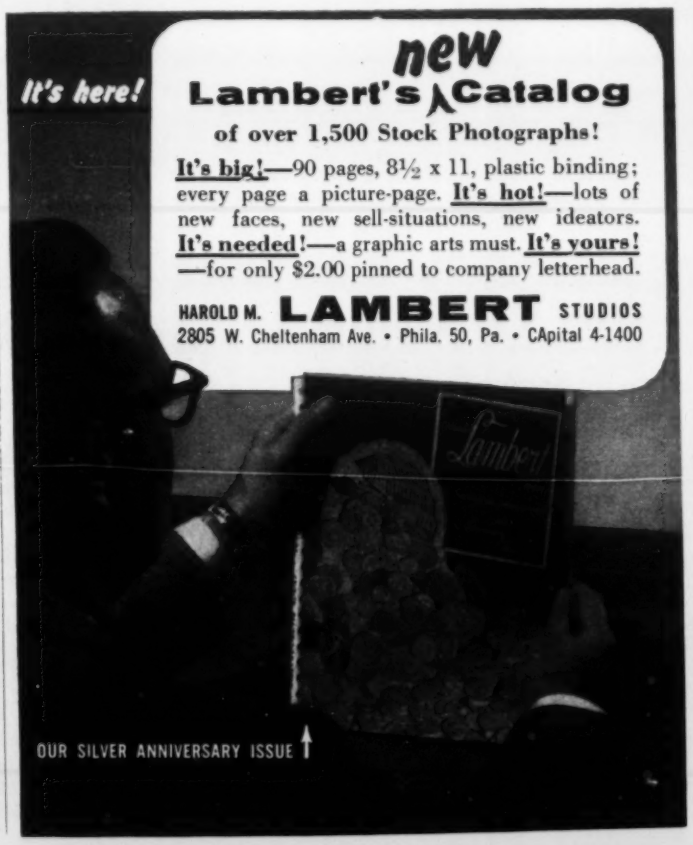
about TCJ Motel Readers is

ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Director.

TOURIST COURT Journal
TEMPLE, TEXAS

publishing more ad lineage than any other motel magazine


It's here!
new
Lambert's Catalog
of over 1,500 Stock Photographs!
It's big!—90 pages, 8½ x 11, plastic binding; every page a picture-page. It's hot!—lots of new faces, new sell-situations, new ideators. It's needed!—a graphic arts must. It's yours! —for only $2.00 pinned to company letterhead.
HAROLD M. LAMBERT STUDIOS
2805 W. Cheltenham Ave. • Phila. 50, Pa. • CApital 4-1400
Lambert
OUR SILVER ANNIVERSARY ISSUE

ROBERT JAN 21 A.M. 1960 LA.
MARTIN JAN 18 1 5PM 1960 GA.
JACK JAN 18 A.M. 1960 ALA.
CHESTER JAN 21 11 AM 1960 VT.
REX JAN 20 A.M. 1960 CA.
GILBERT JAN 22 A.M. 1960 IOWA
BILL JAN 20 A.M. 1960 WYO.
HELEN JAN 22 9 AM 1960 GA.
ROGER JAN 22 11 1960 CONN.
GEORGE 5PM JAN 21 1960 IOWA

Cooper Whiteley Courtenay McDonnell Herd Scolaro Savage Doyle Schmidt Riley Lamade

Mr. Morgan Wants to Stress It's Not Roger to Hide the S

To the Editor:

Now that our Congress is saving
The morals of the profession,
And there's no more sandpaper-shaving
At a TV-taping session;

We turn to the salesmen of Grit
(Who are surely no duty-dodgers!)
And say, "Mr. Savage, admit,
The name of the town is 'Rogers'."

Arthur J. Morgan,
Erdos & Morgan, New York.

• • •

Media Could Stop 'Bad' Advertising, He Declares

To the Editor: The Feb. 15 issue of ADVERTISING AGE carries two front-page stories on "bad" advertising, a subject that has been much in the news.

Is it naive to suggest that media that carry questionable advertising could put a stop to it quickly, if they would?

Just as the bookseller is held responsible for objectionable passages in his wares (rather than the author who creates it), so should media be made responsible for publication (and I use the term in its broadest sense) of false, misleading or tasteless advertising.

Would media lose business by refusing bad copy? Undoubtedly, *some* media would. But these are the boys who should be put out of business, anyway. I assure you that clean—even antiseptically clean—copy can be profitable. We at Scholastic Magazines have guarded the contents of our advertising columns for 40 years. We have, of course, a special responsibility to our youthful subscribers and readers. Perhaps it's a coincidence that our circulation is the largest in its field, and that our ad revenue and linage is climbing higher than ever. Perhaps.

Kenneth L. Hall,
Assistant Advertising Director, Scholastic Magazines, New York.

• • •

Beer Should Be Advertised Product with a Fine Tradition

To the Editor: Three cheers for the "Creative Man's Corner" comments on the U. S. Brewers Foundation campaign (AA, Feb. 15).

In my opinion, this entire campaign was synthetic, in situation, choice of models, and general composition.

In fact the entire brewing industry is suffering from a cigaret-soap complex, in trying to appeal to the younger generation, who are no doubt a primary market for beer.

In my humble opinion, the brewing industry could improve public opinion of beer, and increase the stature of their industry—by the simple expedient of more careful selection of situations and models.

While it is true that beer is a mass product, it is a product that is consumed, and is served in the home when entertaining, and in restaurants with fine food. Therefore, the advertising of beer should reflect a quality atmosphere . . .

It would seem that an industry as distinguished as the brewing industry would devote some of their promotion effort in presenting beer as a product of fine tradition, in association with top-drawer atmosphere.

Val A. Schmitz,
Clearwater, Fla. (Now retired, but formerly director of advertising, Schaefer, in New York, and Blatz, Milwaukee.)

• • •

One More Bouquet for Charlie

To the Editor: May I utter a loud "amen" to "Admirer's" bouquet tossed at Charley Downes, recently retired associate editor of ADVERTISING AGE (Feb. 22 issue)?

I have known Charley for more than a quarter of a century. He was a real 24-karat pro. From the chief editor's viewpoint Charley must have been about as close as you can get to being the perfect reporter.

His nose for news was about as sharp as I have ever seen. He wrote like an angel, and was just about as ethical. He seemed to be on top of every story in his territory, and if you thought you had a story for him and he didn't think so, he told you—pleasantly but candidly. No word-mincer, he. . .

Arthur H. Dix,
Vice-President in Charge of Research, Conover-Mast Publications, New York.

• • •

Reader Finds 'Inaccuracy'

To the Editor: To top your not very informative story "FRB Drops Backing of Annual Consumer Finance Surveys" (AA, Jan. 25), you have gotten wrong two names:

- It's not the "opinion" but the "survey" research center.
- And not Lickert but Likert.

Wolfgang Schaefer,
Director of Research, Alex Springer & Sohn, Hamburg, Germany.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

Westinghouse picks a Winner

with Wilson

"ReFREEZator" Contest packs a punch with WILSON GOLF EQUIPMENT

Success in the competitive home appliance field demands calling the shots right, and striking while the iron is hot. Wilson golf items were a natural choice as sales incentives for the recent Westinghouse "ReFREEZator" Retail Sales Contest.

WILSON'S PROMOTION PACKAGE—A salesmaking promotion requires more than just good incentives. Thorough planning, experience in handling promotions, and real showmanship are required. Wilson, the best known and accepted name in sports, gives you the entire package. Our premium experts can put the Wilson Advisory Staff (names like Sam Snead, Alan Ameche, Ted Williams) on your promotion team. Wilson will follow through to help you deliver the increased sales you're after.

For detailed information on how Wilson and Wilson products can give your promotion that "extra boost", complete and mail coupon below.

Sales Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

PREMIUM DEPT. B WILSON SPORTING GOODS CO., 2233 West Street, River Grove, Illinois

I'd like to know more about the promotion possibilities of Wilson equipment and Wilson Advisory Staff.

NAME_____

COMPANY_____ POSITION_____

STREET_____ CITY_____ STATE_____

You'd think they grew

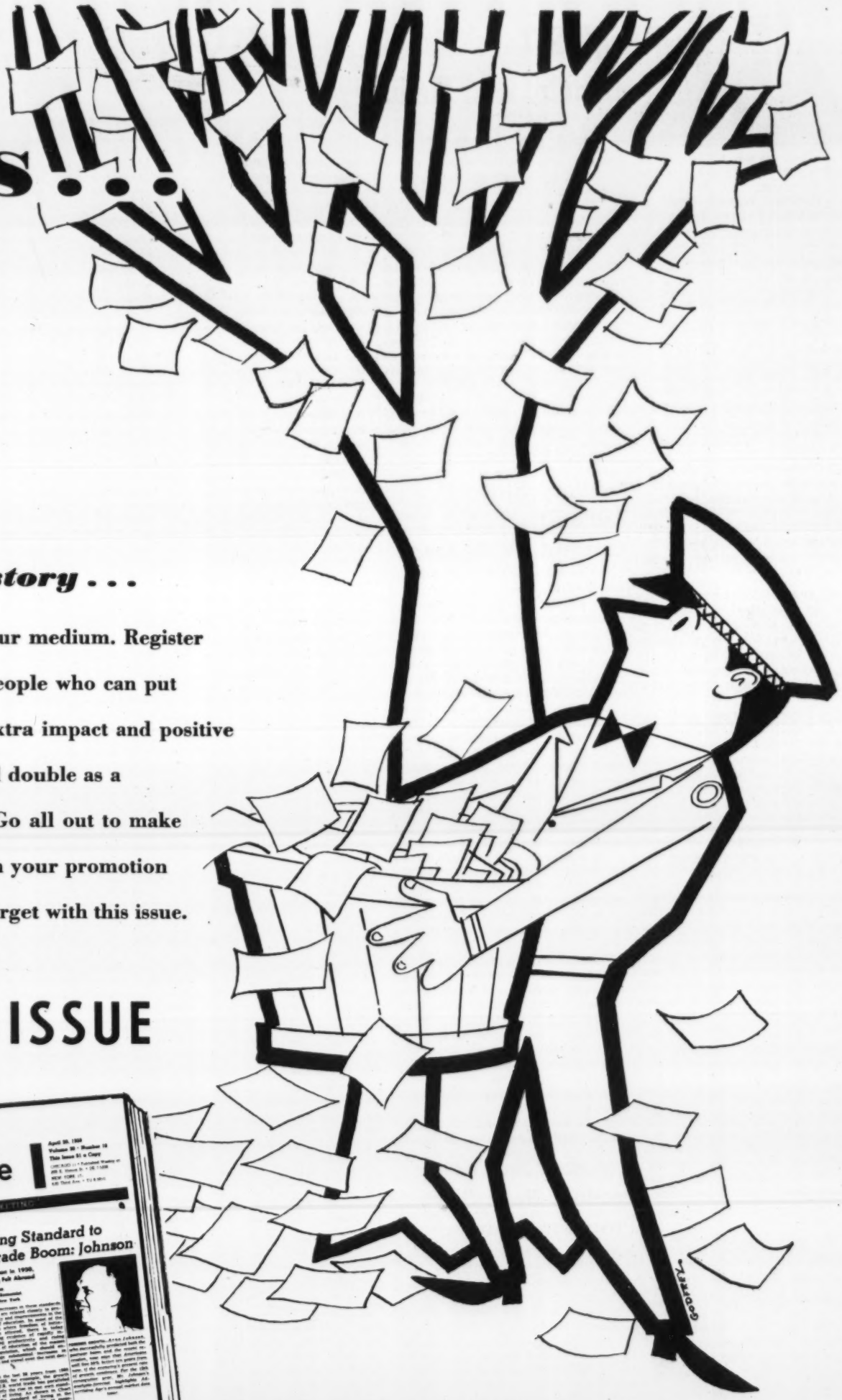
No matter how you measure it, Ad Age's Market Data Issue yields a full harvest of interest among the advertising and marketing men who follow AA weekly. Each year the number of forms requesting market information grows progressively larger, almost as if they were falling off trees and the mailmen were bringing them in by the basketful. The 1959 total hit a staggering 93,483 requests for market data pieces. What's more, last year, 3,330 different individuals with advertising-marketing-media responsibilities sent for these printed information pieces on current markets prepared primarily by media.

No other publication in the advertising trade press offers such positive proof of editorial acceptance and intensive usage by advertisers and agencies. This year's Market Data Issue, to be published on April 18, should be no exception to these standards. It will feature an analysis of present economic trends and a forecast of the future in regard to advertising and marketing. In addition, over 1650 market data pieces will be categorized in eight classifications to simplify selection by the reader.

Today's sales and advertising plans are developed from just the kind of market data facts provided by this unique issue. So naturally, research and media departments, members of plans groups, top management, sales, advertising and promotion managers pore over the Market Data Issue, column by column, page by page, item by item, looking for material they want and need to help shape up their media-buying decisions.

Here is a built-to-order spot for media promotion. Surrounded by specialized editorial material that focuses and stimulates interest in today's marketing picture, your message will reach the largest paid circulation ever offered by an advertising journal—over 47,000. This is only part of the audience as the Market Data Issue gets extra routing through all divisions of agencies and national advertisers' sales, advertising and promotion departments to every man who needs media-market information. While these important people are looking, be sure they see your market message.

on trees!!!



Tell your complete story . . .

with a fact-filled "tell-all" ad for your medium. Register your market values with the very people who can put you on their schedules. Create an extra impact and positive impression with an insert that could double as a promotion folder and selling tool. Go all out to make the Market Data Issue the big gun in your promotion barrage for the year. You'll be on target with this issue. Reserve your space today.

MARKET DATA ISSUE

Available Market Data Section

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Census Speed-Up Means New Data Due by Fall

Rising U.S. Living Standard to Mean World Trade Boom: Johnson

12th Annual Listing of Available Market Data Offered to 'AA' Readers

Growth of U. S. World Trade Parallels Rise in Living Standard

Publication Date: April 18

Closing Date: April 6

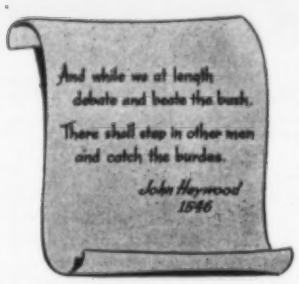
200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

INSPIRATIONS FOR MARKET RESEARCH MANAGERS



For 20th century counterparts to our 400-year-old quotation, just check the instances where brands "Y" and "Z" floundered helplessly in a sea of merchandising misdirection, while brand "X" stepped in and captured market after market.

We've seen it happen—many times. In fact the BURGOYNE organization through our Retail Sales Studies, has been instrumental in helping scores of America's leading grocery and drug products to become just that—leaders in their fields. As the manufacturers of these products have found, BURGOYNE Retail Sales Studies produce faster, more intelligent, more projectable sales facts from a market test, and go a long way toward predicting the "sales appeal" of a product. Here's why:

BURGOYNE RETAIL SALES STUDIES ARE THOROUGH

Each study shows total movement from shelf to consumer of the product being audited, as well as competitive brands. Information is obtained by competent, carefully-trained field personnel from panels of the major retail outlets in the market or markets being audited.

BURGOYNE RETAIL SALES STUDIES ARE ACCURATE

BURGOYNE field personnel do not guess or estimate—they count, and their work is painstakingly precise. Field reports are assembled at the home office, rechecked and tabulated on our IBM equipment. The completed Study is then prepared to bring the information needed into clear perspective for the client.

BURGOYNE RETAIL SALES STUDIES ARE RELIABLE

Store panels in every BURGOYNE Test City are carefully selected. They must be representative of the market and must agree to continuing product audits at regular intervals. That way, every Sales Study is made—from beginning to end—in the same store group in which it was started.

* * * *

Get all the facts on BURGOYNE Retail Sales Studies, and the more than 50 top test markets in which we are permanently established. Write or phone.

Burgoyne GROCERY & DRUG INDEX INC.

FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

P&G Tops List Again in 3-Media '59 PIB Report

(Continued from Page 1)

expenditure of $26,662,845, finished in the same place last year, but its budget zoomed more than $10,000,000.

Network tv got $542,906,892 of the total of $943,246,881 spent by the giant advertisers. In 1958, that medium got $502,268,254 of the total investment of $857,485,761. In 1959, the other media wound up with these figures: General magazines, $320,001,926; farm magazines, $10,127,953; Sunday magazine sections, $70,210,110. The comparable 1958 figures were: General magazines, $269,943,155; farm magazines, $9,240,598, and Sunday magazine sections, $76,033,754. #

Writers' Strike Has Little Effect on Current TV Season

HOLLYWOOD, March 3—Despite conflicting reports, the strike of the Writers Guild of America against the Alliance of TV Film Producers and other tv producers apparently will have no significant effect upon tv shows this season. Scripts for most current shows are in hand. The few exceptions may lead to use of a few extra reruns for series so situated.

The strike does stall new projects and pilot films. If the strike should last beyond June, it would then have its effect upon next season's tv fare which in general, starts production in July. However, industry leaders do not anticipate this eventuality.

Negotiations between producers and writers to date have apparently ironed out all major issues except that of the writers' demand for residuals on tv programs sold for foreign telecasts.

■ Commenting on this, Richard W. Jencks, president of the Alliance, said last month: "If such areas (foreign residuals) are now opened up for competitive bidding between all the unions and guilds which might demand residuals payments, we are convinced it may seriously affect the survivial of the film syndication business as a business."

As yet, no union or guild is getting residuals for foreign sales. #

Aerosol Can Makes Product New, Says Precision Valve

NEW YORK, March 3—A packager of aerosol dentifrices has taken an ad to declare that toothpaste in an aerosol can is actually a new product, not merely a new package.

Precision Valve Corp., Yonkers, N. Y., will run a two-color page in ADVERTISING AGE, March 7 to point out such things as, "Any tooth paste in an aerosol is a different product in a new package," and "Consumers are finding out that toothpaste in an aerosol is a better product."

Precision said that while sales of aerosol toothpaste are increasing, it would like to see the pace accelerate. With this in mind, the ad is aimed at getting information across to advertising people.

Alexander Robbie Associates placed the ad. #

Transcontinent TV Moves

Transcontinent Television Corp., New York, has moved to new quarters at 380 Madison Ave.

100 Top Magazine, TV Advertisers in 1959

Compiled by Leading National Advertisers Inc. and Broadcast Advertisers Reports

	Company	Total Expenditure	P.I.B. Magazines General	Farm	Total P.I.B.	P.I.B. Sunday Magazine Sections	LNA-BAR Network Television
1.	Procter & Gamble	$ 54,830,632	$ 3,566,075	———	$ 3,566,075	$ 971,005	$ 50,293,552
2.	General Motors	53,691,864	29,420,343	1,174,227	30,594,570	3,075,550	20,021,744
3.	Lever Brothers	37,729,155	2,976,280	59,480	3,035,760	1,958,440	32,734,955
4.	General Foods	37,278,502	10,295,444	211,308	10,506,752	5,881,429	20,890,321
5.	American Home Products	36,723,188	6,483,084	411,814	6,894,898	1,718,832	28,109,458
6.	Colgate-Palmolive	32,454,624	5,352,667	156,498	5,509,165	4,466,935	22,478,524
7.	Ford Motor	24,959,440	10,682,742	1,215,481	11,898,223	1,013,030	12,048,187
8.	R. J. Reynolds	22,920,638	4,843,251	381,215	5,224,466	1,572,345	16,123,827
9.	Chrysler Corp.	22,665,091	12,178,515	331,412	12,509,927	647,898	9,507,266
10.	General Mills	22,256,775	6,317,093	153,445	6,470,538	2,867,000	12,919,237
11.	American Tobacco Co.	20,232,717	7,192,259	188,488	7,380,747	2,970,530	9,881,440
12.	General Electric	20,149,448	12,905,441	331,893	13,237,334	717,480	6,194,634
13.	Bristol-Myers	17,811,486	4,631,454	———	4,631,454	563,325	12,616,707
14.	Liggett & Myers	17,558,446	4,280,859	24,900	4,305,759	1,661,180	11,591,507
15.	Sterling Drug	16,368,397	1,924,450	91,172	2,015,622	1,377,312	12,975,463
16.	P. Lorillard Co.	16,318,137	1,410,619	———	1,410,619	2,081,960	12,825,558
17.	Campbell Soup	15,252,480	7,155,760	153,985	7,309,745	3,176,060	4,766,675
18.	Gillette Co.	14,672,190	852,601	———	852,601	177,415	13,642,174
19.	National Dairy Products	14,254,706	6,325,250	115,720	6,440,970	1,418,359	6,395,377
20.	Distillers Corp.-Seagrams	12,697,756	11,994,197	7,650	12,001,847	192,559	503,350
21.	Philip Morris	12,068,190	———	———	2,834,981	638,131	8,595,078
22.	Kellogg Co.	11,863,156	2,750,251	152,209	2,902,460	1,506,435	7,454,261
23.	National Biscuit Co.	11,335,886	2,001,065	5,909	2,006,974	1,729,770	7,599,142
24.	Du Pont	11,208,706	5,565,963	218,661	5,784,624	739,588	4,684,494
25.	Pharmaceuticals Inc.	10,897,885	16,900	———	16,900	221,998	10,658,987
26.	Eastman Kodak	10,837,275	5,076,217	———	5,076,217	100,793	5,660,265
27.	American Tel. & Tel.	10,615,272	8,819,431	346,037	9,165,468	43,614	1,406,190
28.	Brown & Williamson	10,222,001	1,619,203	9,845	1,629,048	———	8,592,953
29.	Pillsbury Co.	9,715,927	3,300,095	46,272	3,346,367	2,147,046	4,222,514
30.	Standard Brands	9,338,646	2,087,900	238,065	2,325,965	758,071	6,254,610
31.	Corn Products Co.	9,153,681	4,949,299	45,990	4,086,289	545,695	4,521,697
32.	Miles Labs	8,664,628	444,203	———	444,203	799,910	7,240,515
33.	S. C. Johnson	8,013,394	762,499	———	762,499	125,190	7,125,705
34.	Goodyear	7,808,991	5,421,891	424,465	5,846,356	403,430	1,559,205
35.	Westinghouse	7,759,491	2,238,142	178,564	2,416,706	176,580	5,166,205
36.	Texaco	7,721,836	1,270,283	252,750	1,523,033	———	6,198,830
37.	Radio Corp. of America	7,470,846	3,579,245	———	3,579,245	49,765	3,841,836
38.	Quaker Oats	7,373,411	3,435,390	53,125	3,488,515	1,074,840	2,810,056
39.	Revlon	7,161,819	2,706,765	———	2,706,765	238,140	4,216,914
40.	Johnson & Johnson	7,155,633	3,726,425	46,790	3,773,215	381,303	3,001,115
41.	Armour & Co.	7,007,927	2,211,944	67,265	2,279,209	129,350	4,599,368
42.	Scott Paper	6,616,933	2,454,769	———	2,454,769	61,568	4,100,596
43.	Bayuk Cigars	6,594,108	594,270	———	594,270	37,066	5,962,772
44.	Carnation Co.	6,453,246	1,719,073	210,620	1,929,693	1,882,705	2,640,848
45.	Warner-Lambert	6,421,534	2,913,681	———	2,913,681	1,145,059	2,362,794
46.	Kimberly-Clark	6,123,395	2,341,413	———	2,341,413	490,350	3,291,632
47.	Firestone	6,091,693	3,811,422	170,150	3,981,572	1,509	2,108,612
48.	Alcoa	5,889,541	1,799,160	44,240	1,843,400	133,220	3,912,921
49.	Carter Products	5,657,668	179,157	10,446	189,603	———	5,468,065
50.	Beech-Nut Life Savers	5,536,695	637,410	———	637,410	59,915	4,839,370
51.	National Dist. & Chem.	5,475,837	5,445,668	2,075	5,447,743	28,094	———
52.	U.S. Steel	5,458,885	2,110,135	122,930	2,233,065	———	3,225,820
53.	Swift	5,329,565	2,323,029	58,249	2,381,278	646,493	2,301,794
54.	Armstrong Cork Co.	5,276,730	2,105,360	12,400	2,117,760	160,705	2,998,265
55.	Ralston-Purina	5,180,339	213,083	494,936	708,019	57,800	4,414,520
56.	Alberto-Culver Co.	5,140,407	———	———	———	———	5,140,407
57.	H. J. Heinz	5,122,755	1,425,265	———	1,425,265	850,000	2,847,490
58.	Prudential	4,991,809	74,710	28,800	103,510	1,112,130	3,776,169
59.	Coca-Cola Co.	4,907,068	4,264,663	———	4,264,663	267,225	375,180
60.	Sperry Rand Corp.	4,681,137	1,780,186	251,530	2,031,716	221,470	2,427,951
61.	Chesebrough-Pond's	4,643,774	2,187,897	36,500	2,224,397	147,738	2,271,639
62.	Hunt Foods	4,538,190	4,499,440	———	4,499,440	38,750	———
63.	Helene Curtis	4,370,889	1,083,817	———	1,083,817	1,554,050	1,733,022
64.	Hiram Walker	4,248,067	4,243,150	———	4,243,150	4,917	———
65.	Kaiser Industries	4,115,303	368,789	73,620	442,409	———	3,672,894
66.	Singer	3,945,314	1,685,434	145,525	1,830,959	———	2,114,355
67.	General Telephone	3,818,970	3,213,340	———	3,213,340	277,930	327,700
68.	Borden Co.	3,745,283	1,565,026	11,131	1,576,157	542,690	1,626,436
69.	Seven-Up Co.	3,566,713	2,056,783	90,000	2,146,783	———	1,419,930
70.	Florida Citrus Comm.	3,561,436	1,852,309	———	1,852,309	686,135	1,022,992
71.	Sears, Roebuck & Co.	3,535,737	1,571,046	———	1,571,046	———	1,964,691
72.	Atlantic Sales Corp.	3,533,125	1,766,940	———	1,766,940	511,010	1,255,175
73.	Schenley Industries	3,508,864	3,354,945	———	3,354,945	17,540	136,379
74.	Nestle Co.	3,500,870	909,742	11,390	921,132	598,977	1,980,761
75.	Reynolds Metals	3,476,866	450,741	7,585	458,326	———	3,018,540
76.	Schlitz Brewing	3,402,293	1,991,886	———	1,991,886	———	1,410,407
77.	New York Life Ins.	3,338,305	2,029,770	287,625	2,317,395	1,020,910	———
78.	American Chicle	3,331,580	———	———	———	———	3,331,580
79.	Studebaker-Packard	3,288,298	2,717,974	1,800	2,719,774	———	568,524
80.	California Packing Corp.	3,278,919	2,400,394	63,750	2,464,144	814,775	———
81.	American Motors	3,130,646	2,325,556	———	2,325,556	805,090	———
82.	American Gas Assn.	3,116,451	1,167,165	———	1,167,165	———	1,949,268
83.	Doubleday	3,100,627	1,046,277	———	1,046,277	2,054,350	———
84.	Olin Mathieson	3,055,822	1,303,602	202,288	1,505,890	———	1,549,932
85.	Drakett Co.	3,000,385	514,215	11,390	525,605	———	2,474,780
86.	Pet Milk	2,989,400	587,965	1,575	589,540	72,240	2,327,620
87.	Block Drug Co.	2,965,030	———	———	———	98,458	2,866,572
88.	Bulova Watch	2,923,651	1,236,975	———	1,236,975	———	1,686,676
89.	American Can Co.	2,894,083	2,667,331	———	2,667,331	———	226,752
90.	B. F. Goodrich	2,870,249	1,942,467	240,390	2,182,857	192,232	495,160
91.	Renault	2,865,243	1,433,554	———	1,433,554	———	1,431,689
92.	Columbia Broadcasting	2,832,483	2,389,221	———	2,389,221	316,582	126,680
93.	Pepsi-Cola	2,759,935	1,519,925	———	1,519,925	1,240,010	———
94.	Renfield Importers	2,721,117	2,646,199	———	2,646,199	74,918	———
95.	Noxzema	2,711,894	407,945	———	407,945	704,355	1,599,594
96.	Vick Chemical Co.	2,694,972	861,282	293,978	1,155,260	266,971	1,272,741
97.	Gulf Oil	2,690,950	1,135,850	62,650	1,198,500	———	1,492,450
98.	Book-of-the-Month Club	2,682,983	2,121,109	———	2,121,109	561,874	———
99.	Union Carbide	2,673,260	1,569,077	55,886	1,624,963	134,006	914,291
100.	Outboard Marine Corp.	2,649,259	2,286,858	29,859	2,316,717	———	332,542
	Total	$943,246,881	$320,001,926	$10,127,953	$330,129,879	$70,210,110	$542,906,892

General Foods Drops Gourmet as Retail Line

(Continued from Page 3)

said to have sold to some specialty dealers on the premise of extensive advertising, and its publicity program far exceeded initial expectations, as requests for stories came in "over the transom, in the windows and up through the floors."

The PIB figure of $200,000 in magazines is, of course, somewhat low. For example, it does not include newspaper advertising which ran for a few months in Los Angeles and Boston, when GF did special tie-in promotions last year in those cities. Reliable sources said this week that the PIB figure is close to accurate.

On the Gourmet Foods schedule, placed by Young & Rubicam, were *Esquire, Gourmet, Holiday, House & Garden, The New Yorker, Sports Illustrated* and *Sunset Magazine*. After the initial push-off, the schedule was cut back and concentrated in *Gourmet, The New Yorker* and *Sports Illustrated*.

■ In announcing the discontinuance of the imported and domestic epicurean foods, GF said it will "work out a way to make possible their continued purchase in assortment combinations by mail." And it left a faint hope that the premium food line might be back in force before many more years have passed. The Gourmet demise "is really a suspension," one close observer commented, more in hope than in fact, at the moment.

In announcing the company's decision, Charles G. Mortimer, chairman, said, "The market for these foods simply isn't growing fast enough as yet to provide the turnover and volume necessary for the grocery business, where an endless flow of new products puts a premium on all shelf space."

Mr. Mortimer added that the popularity of premium quality foods, which showed an increase after World War II, is still growing.

"We continue to believe that an increasing segment of the consuming public will buy premium food products, and we intend to consider that group in our product development planning. As tastes and incomes and our standard of living rise still higher, it may well develop that even the Gourmet Foods experiment was less than a decade ahead of its time."

■ The Gourmet line operated at high markups, even for the premium-priced specialty field. Many prices were cut when the supermarket tests began, although the company claimed one of the reasons was because it had learned more about supply sources at cheaper prices. The price range extended from about 29¢ for party dips to $3.89 for Rock Cornish hen.

The National Assn. for the Specialty Food Trade has pegged its total market at about $150,000,000 in recent years. General Foods sales in its last two fiscal years have exceeded $1 billion each year.

A close observer commented that if it had not been decided to fold the Gourmet operation instead, most likely the business would have changed to eliminate some of the exotic items currently available, retaining the premium quality and price but adding more understandable and better known products. #

Benneyan Joins MacLean

George Benneyan, formerly coordinator of special projects for *Look*, has joined MacLean Advertising Agency, New York, as a marketing consultant.

Last Minute News Flashes

Kastor, Hilton Ends Bradley, Venning Affiliation

NEW YORK, March 4—Kastor, Hilton, Chesley, Clifford & Atherton will end its affiliation with Bradley, Venning, Hilton & Atherton, Toronto, on April 30. On May 1 the New York agency will open its own Toronto office. William E. McDonald, now vp of Bradley, Venning, will be vp and general manager of the new shop. Bradley, Venning & Hilton opened in 1957 and ended 1958 with billings of $1,500,000. John Bradley and Hedleigh Venning each owned 40% of the agency, and 20% was owned by Peter Hilton, president of Kastor, Hilton.

Kraft Shifts Mexican Account to K&E from JWT

NEW YORK, March 4—Kraft Foods de Mexico has appointed Kenyon & Eckhardt de Mexico to handle its account, effective April 1. J. Walter Thompson is the former agency.

Edward H. Weiss, Allmayer, Fox Discuss Merger

CHICAGO, March 4—Edward H. Weiss & Co. is negotiating a possible merger with Allmayer, Fox & Reshkin Agency, Kansas City, Mo., ADVERTISING AGE learned today.

Helena Rubinstein Moves Brands to Frohlich

NEW YORK, March 4—Helena Rubinstein Inc. has realigned its product assignments and has appointed L. W. Frohlich & Co., effective July 1, to handle all deodorants and treatment items, including a new treatment line to be introduced in the fall. Ogilvy, Benson & Mather will continue to handle all makeup, hair products and fragrances. Major products newly assigned to Frohlich include Skin Dew, Deep Cleanser, Nudit face cream and Roll-Dry, all formerly handled by Ogilvy, plus the Tree of Life line, which was resigned last September by Hockaday Associates when that agency took over the Elizabeth Arden account. Frohlich has handled Rubinstein's Ultra Feminine face cream for the past two years. The new assignments will increase its Rubinstein billings by more than $1,000,000.

Fedders Names Hicks for 2; Other Late News

• **Fedders Corp.**, Maspeth, N. Y., has moved its refrigeration appliances division and residential central air conditioning and heating division from D'Arcy Advertising Co., New York, to Hicks & Greist, New York, effective March 1. Horace A. Laney, Buffalo, will continue to handle Fedders' heating division.

• **Rogers Publishing Co.**, Englewood, Colo., will change the name of its publication, *Purchasing News*, to *Electrical/Electronic Procurement*, effective with its May 2 issue. The one-time b&w page rate will be decreased from $665 to $550, and the circulation guarantee will be lowered from 23,000 to 15,000. Robert C. Wynkoop, formerly manager of Rogers' Los Angeles office, has been named general sales manager of the publication.

• **Advertising Assn. of the West** executives expect to meet soon after March 15 at Sacramento with California's Gov. Edmund G. Brown to discuss the governor's attitude toward advertising. Gov. Brown recently criticized advertising as diluting the economy and creating false values (AA, Jan. 25).

• **The Western Conference** (Big 10) has rejected a $3,000,000 television contract because the plan would have been in conflict with the National Collegiate Athletic Assn. tv plan. Miles Laboratories, Elkhart, Ind., last December offered $1,000,000 per year for three years for rights to televise nine Big 10 football games, 13 or more basketball games and other sports events each year (AA, Dec. 14, '59).

• **Magazine Publishers Assn.** is about to announce the first in a series of institutional ads in behalf of the magazine industry. The ad series, to include color spreads, will use testimonials of well-known personalities, such as Moss Hart and Helen Hayes, plus leading citizens in other fields. The campaign, proposed to the MPA by McCann-Erickson in December (AA, Dec. 28), reportedly is scheduled to begin in May issues of magazines.

• **Pepsi-Cola Co.**, New York, is planning to test coin-operated vending machines delivering six-pack cartons in the Chicago market in May or June. The machines will contain 24 cartons of the soft drink in 6½, 10 and 12 oz. sizes and will be placed in housing developments, gasoline stations, suburban road outlets and outside retail stores for after-hours use.

• **Salvo**, low-sudsing detergent in tablet form made by Procter & Gamble, moved into Oklahoma City, its second market, last week. The product was placed in test in the San Diego area earlier this year (AA, Feb. 8). Leo Burnett Co., Chicago, is the agency.

• **Elgin American Inc.**, Elgin, Ill., maker of compacts, cigaret lighters and jewelry accessories, after a hiatus of several years, is resuming promotional activities with the appointment of Garfield-Linn & Co., Chicago, to handle its advertising. Keyes, Madden & Jones (and its parent company, Russel M. Seeds Co.) and Elgin American parted about two years ago after an eight-year relationship. The company at one time billed in excess of $500,000 a year.

• **Three more tv stations** have been told that their licenses cannot be renewed until they have straightened out discrepancies between their testimony to the House legislative oversight subcommittee and information on file at the FCC. FCC Chairman John Doerfer told the Harris committee Friday afternoon (March 4) that in addition to the letters sent to WMEX, WILD and WORL, Boston, and WHIL, Medford (*see story on Page 2*), a letter had been sent to WJBW, New Orleans. Under questioning, he further confirmed that letters also had been sent to WBZ and WHDH, Boston. All these stations have been mentioned in Harris committee hearings.

KM&G Didn't Lose Thermoid, National Electric

In a billing report published Feb. 29, ADVERTISING AGE incorrectly reported Ketchum, MacLeod & Grove, Pittsburgh, as losing Thermoid and National Electric divisions of H. K. Porter Co. The agency points out that, while it had National Electric and resigned it in 1958 while it was a separate company, it never had H. K. Porter's Thermoid division. Both divisions moved to Erwin Wasey, Ruthrauff & Ryan in March, 1959. Thermoid's previous advertising agency was Aitkin-Kynett Co., Philadelphia.

Didn't Know of Open Window in Ads, L-O-F Tells FTC; Nor Did We: F&S&R

(Continued from Page 1)

films were deceptive. He said there was no visible difference in the films taken through the plate glass and those taken through the open window.

Mr. Rubin said he recalled that the open-window shooting was done near the end of a cloudy day, when it was difficult for the camera to get useable shots through the glass. The shots were then made through an open window, he said, "because this was the best and most reasonable way to do it."

He said there was "no intended deception" in the open-window technique. "We did it correctly [shot films through the plate glass] innumerable times. They look the same on film." He added that a "very small" percentage of the filming was done through an open window.

Mr. Rubin said the FTC action came as a "surprise" to him. "I think it's ludicrous and silly," he said.

■ L-O-F said in its statement it regrets that such an unauthorized act should occur to detract in any degree from the true and provable facts on which its sales effort was based.

According to the Toledo company, Fuller & Smith & Ross was instructed to select at random and rent GM and non-GM cars and install a moving picture camera in the position of a person's eyes when that person was seated on one side or the other of the rear seat.

Scenery was to be photographed through the glass of the front door on the same side of the car. Each scene chosen was to be photographed through the front-door glass of a non-GM car, then through the front-door glass of a GM car so that the comparisons appearing in a single tv commercial would always be of the same scene.

■ Photographs, according to L-O-F, were to contain as little identifiable detail of the car involved as possible to avoid any disparagement of recognizable cars.

After the commercials had been filmed they were previewed by L-O-F executives, the company said, and what they saw accorded with their past experience; the scenery showed noticeable distortion through safety sheet glass, none through the safety plate.

No one connected with L-O-F had the slightest suspicion that its instructions had not been followed completely, the company said.

■ In the hearings, Edward F. Downs and Anthony J. Kennedy Jr., FTC attorneys, introduced numerous documents in support of the charges against L-O-F and GM.

Mr. Downs testified before Harry R. Hinkes, FTC examiner, that most of the documents, including letters and sales promotion pieces, did not necessarily prove misleading advertising, but he said they would eventually help prove that L-O-F and GM cooperated on the safety plate glass promotion in question.

William Simon, Washington, a GM attorney, disputed practically all the documents, saying that GM had nothing to do with their preparation or presentation and that his company was in no way involved financially in them.

Mr. Simon asked that GM's part in the hearings be separated from that of L-O-F but this was denied by Mr. Hinkes on the ground that it would be too burdensome for the government.

■ James M. Ashley, vp-public relations for L-O-F, testified that when GM indicated an interest in 1957 in changing from safety plate glass to less expensive safety sheet glass for side windows of cars, L-O-F set up the promotion campaign and GM continued with safety plate.

This campaign, which included sponsorship of the "Perry Mason" television show and the tv coverage of the "NCAA Football Game of the Week," as well as promotion pieces, cost $3,315,000 between September, 1957, and June, 1958, Mr. Ashley testified.

He testified that GM knew of the campaign but had no part in its preparation or financing.

Mr. Ashley testified that since the tv commercials in question were run in 1957 and 1958, L-O-F executives have talked with officials of Chrysler Corp., Ford Motor Co., the Columbia Broadcasting System and the Better Business Bureau of New York regarding the matter and had assumed it was settled satisfactorily for all parties.

The company said that after the last of the commercials had been run, the FTC sent an investigator to Toledo, Detroit and New York, and as a result of the investigations, L-O-F itself started an inquiry and learned for the first time that certain scenes in the commercials had been filmed through an open window.

■ Also testifying were Eugene V. Carlquist, Cleveland, vp of Fuller & Smith & Ross; Harold M. Alexander, L-O-F vp of technical services, and Franklyn Hawkins, L-O-F advertising manager.

Mr. Carlquist, senior account executive on L-O-F, identified several conference reports and letters in which L-O-F issued instructions to the agency that no camera tricks were to be used in the filming of the commercials, and that identical conditions were to be used in shooting scenes through the two types of glass.

Mr. Alexander's testimony was in regard to a memorandum he had written about his experiences in taking movies through the glass in a moving car and the quality of the glass that goes into windshield and side windows of cars.

His memorandum, he testified, recommended a car speed of 15 to 20 miles an hour.

GM LIKEWISE DIDN'T KNOW OF OPEN WINDOW

DETROIT, March 4—Federal Trade Commission hearings on charges of misleading advertising of auto window glass brought against Libbey-Owens-Ford and General Motors were adjourned here yesterday, until May 3 in New York, after two GM witnesses were questioned. Additional agency witnesses may be questioned at that time.

W. F. Hufstader, vp and head of the GM distribution staff, testified yesterday that he and other GM officials had viewed the tv ads in question and had not realized at the time they had been filmed through an open window instead of glass.

The FTC introduced an assertion that GM had considered changing from one type of glass to another—meaning a yearly saving of about $3,300,000—but retained its use of the more expensive glass when L-O-F agreed to spend some $3,000,000 in advertising its advantages. Mr. Hufstader said he did not know of any pledge to this effect. #

Ford Tops Spot Radio Users in '59, RAB Says

(Continued from Page 3)

about who's-spending-how-much in radio."

Mr. Sweeney estimated that the total spot radio business last year ran "about 5% ahead of the previous year, or somewhere in the neighborhood of $200,000,000."

■ The 1958 report on this phase of radio was a good deal more sketchy. It included expenditures for 51 advertisers—21 ranked in order of spending and 30 listed alphabetically. The '58 list was topped by General Motors with $5,400,000. GM placed fourth in '59 with $4,115,000.

Ford was second in '58 at $5,000,000, while Reynolds was third with $4,700,000. Chrysler was seventh with $2,300,000 for that year. All the names in the top 21 for '58 were included in the '59 top 100.

One quarter of the top 100 spot spenders for last year were food companies. Next most active category was drug and toiletries, with 16 names in the group, with brewers (14), gasoline (13), tobacco (6), and autos (5) following in order in terms of number of names on the list. Looked at another way, in terms of number of dollars placed in the medium, cars were the third ranking category, with tobacco in fourth place, and brewers and gas and oil as runners-up.

Miles David, RAB vp and director of promotion, emphasized that radio has been gaining ground steadily with the so-called blue chip advertisers. He said that 91 of the country's top 100 advertisers (one was a liquor company and not available as a client), used spot and or network radio during 1959.

100 Leading Spot Radio Advertisers: 1959

Source: Radio Advertising Bureau

Rank	Company	Estimated Times Sales
1.	*Ford Motor Co.	$7,280,000
2.	R. J. Reynolds Tobacco Co.	4,800,000
3.	Chrysler Corp.	4,129,000
4.	General Motors Corp.	4,115,000
5.	Anheuser-Busch	3,683,000
6.	Liggett & Myers Tobacco Co.	3,600,000
7.	P. Lorillard Co.	3,100,000
8.	American Tobacco Co.	3,090,000
9.	Jos. Schlitz Brewing Co.	2,710,000
10.	Sinclair Refining Co.	2,500,000
11.	Carling Brewing Co.	2,000,000
12.	Thomas Leeming & Co.	2,000,000
13.	Bristol-Myers Co.	1,900,000
14.	Texas Co.	1,840,000
15.	Chesebrough-Pond's	1,670,000
16.	B. C. Remedy Co.	1,600,000
17.	Fels & Co.	1,600,000
18.	Beneficial Finance Co.	1,578,000
19.	Eastern Air Lines	1,500,000
20.	Northwest Orient Airlines	1,500,300
21.	Shell Oil Co.	1,500,000
22.	Plough Inc.	1,420,000
23.	Campbell Soup Co.	1,400,000
24.	Ralston Purina Co.	1,352,000
25.	American Airlines	1,311,000
26.	Continental Baking Co.	1,215,000
27.	Esso Standard Oil Co.	1,200,000
28.	Firestone Tire & Rubber Co.	1,100,000
29.	Miles Laboratories	1,100,000
30.	Metropolitan Life Insurance Co.	1,070,000
31.	Gillette Co.	1,059,500
32.	Sterling Drug	1,025,000
33.	Cities Service Co.	1,000,000
34.	Standard Brands	1,000,000
35.	Tetley Tea Co.	975,000
36.	F.&M. Schaefer Brewing Co.	940,000
37.	Trans World Airlines	925,000
38.	Pharmaco Inc.	910,000
39.	†Borden Co.	900,000
40.	Theo. Hamm Brewing Co.	900,000
41.	Cream of Wheat Co.	850,000
42.	Clark Oil & Refining Corp.	820,000
43.	Corn Products Refining Co.	800,000
44.	Liebmann Breweries	800,000
45.	Quaker Oats Co.	800,000
46.	Union Carbide	800,000
47.	Studebaker-Packard Corp.	750,000
48.	J. A. Folger & Co.	735,000
49.	Falstaff Brewing Co.	730,000
50.	Shulton Inc.	720,000
51.	Time Inc.	720,000
52.	Stanback Co.	715,000
53.	P. Ballantine & Sons	710,000
54.	Philip Morris Inc.	710,000
55.	General Foods Corp.	705,000
56.	Greyhound Corp.	700,000
57.	Pabst Brewing Co.	675,000
58.	Florists' Telegraph Delivery Assn.	665,000
59.	General Cigar Co.	660,000
60.	Interstate Bakeries Corp.	660,000
61.	Chattanooga Medicine Co.	650,000
62.	Langendorf United Bakeries	650,000
63.	W. F. McLaughlin & Co.	650,000
64.	Sun Oil Co.	625,000
65.	American Home Products Corp.	616,000
66.	Standard Oil Co. (Indiana)	610,000
67.	Phillips Petroleum Co.	605,000
68.	Household Finance Corp.	600,000
69.	General Mills	594,000
70.	Mennen Co.	590,000
71.	Nestle Co.	590,000
72.	International Harvester Co.	583,000
73.	Foster-Milburn Co.	580,000
74.	Skelly Oil Co.	564,000
75.	John Morrell & Co.	560,000
76.	National Airlines	550,000
77.	Piel Bros.	550,000
78.	Seaboard Finance Co.	550,000
79.	Massey-Ferguson	535,000
80.	American Bakeries Co.	515,000
81.	Hills Bros. Coffee	510,000
82.	William Wrigley Jr. Co.	500,000
83.	Burgermeister Brewing Corp.	495,000
84.	United Biscuit Co. of America	495,000
85.	Tea Council of the U.S.A.	484,000
86.	Lucky Lager Brewing Co.	475,000
87.	Duquesne Brewing Co.	455,000
88.	Canada Dry Corp.	450,353
89.	General Baking Co.	450,000
90.	Bon Ami Co.	450,000
91.	American Motors Co.	435,000
92.	Paxton & Gallagher Co.	420,000
93.	S.S.S. Co.	415,988
94.	Duffy-Mott Co.	415,000
95.	Gulf Oil Co.	415,000
96.	Pharma-Craft Corp.	415,000
97.	United Air Lines	415,000
98.	K.L.M. Royal Dutch Airlines	410,000
99.	National Brewing Co.	410,000
100.	Associated Sepian Products	407,000

Note: The figures given here are totals for each company, including all of its brands and divisions. The figures are for the calendar year 1959 as estimated by RAB on the basis of its survey during the period, with validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditures rather than "gross" figures. The above listing is based on a sample of sources representing approximately 50% of the nation's spot dollar volume. Even with this large a sample, however, it is possible that a few advertisers were missed, particulary among accounts whose distribution is not national.

*Ford Motor Co. expenditure includes spot radio money spent by Ford's dealer organization. Figures shown for other auto manufacturers reflect only "factory" expenditures—exclude dealer organization expenditures. Ford is unique among the auto marketers in that the Ford Dealer Assn.'s advertising activity is centrally controlled through J. Walter Thompson; several Lincoln-Mercury dealer associations are similarly handled through Kenyon & Eckhardt. Naturally, dealer groups for other auto manufacturers also spend considerable money in spot radio annually, but it is not possible to determine accurately the amounts.

†Borden expenditure represents spot radio money for food products only—does not include spot radio expenditures for dairy and ice cream products. #

The dry mat surface is a subject of much study

On it depends, largely, the sensitivity to impression, the depth and clarity of stereo reproduction.

Different laboratories come up with different treatments.

Many stereotypers will tell you that Certified Blue Ribbon Mats, baked on the form, yield top casting quality in the service mat field.

Remember, that in full page color, registered sets of ROP Blue Ribbon CC mats go right into the automatic autoplate for as many casts as may be required.

A Blue Ribbon Mat for every advertising need

Blue Ribbon Mats for color or monochrome rendering assure depth, clarity and freedom from shrinkage. They have a long record of preference in magazine and commercial work. In newspaper work, five different types of Blue Ribbon mats offer every combination of sensitive base and facing needed for special conditions. Consult your mat molder or communicate with

Certified Dry Mat Corporation
555 Fifth Ave., Dept. D, New York 17, N. Y.

Certified
BLUE RIBBON MATS

You Can Make 1960 Your Biggest Year **MAIL ORDERS**

Sales Records Prove It Pays To Tell Your "Story" To The More Than Million Men And Women Of The Moose

Intensive Moose Member interest in *his* organization activities as presented in the editorial content of *his* magazine . . . produce low-cost volume response for the advertiser. Vital Statistics: 89.3% Married with average family of four youngsters . . . 83.1% own homes . . . 89.1% own one or more cars . . . 50.3% bowl . . . 34.2% play golf . . . 65.8% fish—If you want volume orders now *YOU* mail the coupon today.

Advertisers Tell Us . . .

- "MOOSE is one of the 3-best Direct-Reply Magazines published."
- Household mail-order advertiser buys 20-pages each year for last 5 years —and again in 1960.
- Over 70% of all MOOSE Magazine advertisers repeat-schedule MOOSE, regardless of ad-size or offer, demonstrating RESPONSE!

PLUS $35,000,000.00 MOOSE CLUB MARKET

1,890 Moose Clubs *buy* over $35,000,000.00 annually, including Liquor, Beer, Cigarettes, Tobacco, etc. Send coupon for Full Details.

MOOSE MAGAZINE
1231 Loyola Ave., Chicago 26
Phone: HOllycourt 5-7511

OVER 1,000 DIRECT-REPLY ADS MORE THAN 70% REPEAT

Low cost volume response demonstrated again and again and again (for most advertisers) from this fertile friendly, responsive market . . . Available at a most attractive ad-rate. Another reason for advertisers' profits!

SEND COUPON IF YOU SELL THESE ITEMS

- Family-Household
- Make-Money Offers
- Sports or Hobby
- Club or Office
- Dolls and Toys
- Automotive Items
- Nursery & Garden
- Beauty & Health
- Land and Home Offers
- Phone or write for details.

MAIL COUPON TODAY

MOOSE MAGAZINE, Dept. AA-1
1231 Loyola Avenue, Chicago 26, Illinois
Send Full Information about the Responsive Moose Audience. No Obligation. ☐ Include Moose Club Details.

Firm.....
Address.....
Town..... State.....
Your Name.....

52 More Grocers Enter Suit Against GF, Hunt, Morton

An additional 52 retail and wholesale grocers from the Chicago area have been permitted to enter, as plaintiffs, a $3,000,000 anti-trust suit against General Foods Corp., Hunt Foods and Morton Salt Co. This brings the total number of plaintiffs to 377, and no others can now enter the case, March 1 having been the deadline. The three defendant food companies have until April 18 to file briefs concerning damage liability from anti-trust violations.

In March, 1956, 22 Chicago retail and wholesale grocers filed suit against the three food companies, Great Atlantic & Pacific Tea Co. and *Woman's Day*, charging alleged discriminatory advertising by the three companies in the magazine (AA, March 12, '56). A&P and *Woman's Day* later were judged innocent of any anti-trust violations and dropped from the case.

'Time' Faces Charge of Violating Anti-Nudity Laws

The question of whether or not *Time* violated "anti-nudity" laws by publishing on the front page of its Jan. 11, 1960 issue, semi-nude African women to illustrate an inside story entitled, "Population Explosion," will be reviewed by the superior court, Montreal, on March 20.

When the edition appeared, Montreal police charged that the front page pictures were in contravention to the bylaws governing public morals and charged newsdealers specifically with contravening city bylaws "by exhibiting in view of the public a magazine depicting a semi-nude which had not been previously approved by the chief of police."

Dudgeon, Taylor Adds One

Coated Abrasives Inc., Detroit, has chosen Dudgeon, Taylor & Bruske, Detroit, as its agency. An advertising and public relations program will begin soon.

FREE TICKET—*Quaker Oats Co., Chicago, is promoting its offer of free tickets to MGM movie, "Please Don't Eat the Daisies," with this b&w page in Life, Parade and This Week Magazine in April.*

Quaker Ads Push 25,000,000 In-Pack Tickets for Movie

CHICAGO, March 2—Quaker Oats Co. will pack approximately 25,000,000 free movie tickets in boxes of Quaker Oats and Mother's Oats next month.

The tickets are for the Metro-Goldwyn-Mayer movie, "Please Don't Eat the Daisies." Children under 12, when accompanied by paying adults, will be admitted free with one of these tickets.

Quaker will back the promotion with b&w page ads in *This Week Magazine* April 3, *Parade* April 10 and *Life* April 18. A one-third page color ad will run in *Puck—The Comic Weekly* April 3.

Television spots mentioning the free tickets will appear on "Ozzie & Harriet" (ABC) March 16 and April 13, "As the World Turns" (CBS) March 30 and April 22, and "Love of Life" (CBS) April 7 and 21. Retailers will have store signs, shelf talkers and tie-in ad mats made available.

■ In addition, Quaker Oats newspaper ads in early March will feature the movie ticket offer with another promotion now running—an in-pack premium worth $4.50 on the purchase of a covered casserole dish from Wear-Ever Aluminum Co. Large-space newspaper ads, running in 70 markets, will be in color where available.

Promotion kits sent to movie houses by M-G-M will include ad mats which call attention to the Quaker Oats offer. The movie includes one breakfast scene where Quaker Oats is prominently shown.

Compton Advertising (formerly Baker, Tilden, Bolgard & Barger), Chicago, is handling the promotion for Quaker. #

Cole Fischer Rogow Names Warren VP on West Coast

Guy S. Warren has joined Cole Fischer Rogow as vp and creative director of the West Coast office in Beverly Hills. Mr. Warren formerly was vp in charge of creative activities of Hixson & Jorgensen, Los Angeles.

Guy S. Warren

Prior to that, Mr. Warren had been with D. P. Brother & Co., Detroit, for 20 years, where he rose from office boy to exec vp.

National Distillers Sets Big Old Taylor Ad Budget

National Distillers Products Co. has set a "record" ad budget for its Old Taylor 86 Kentucky bourbon. Major share of the promotion money will go to 164 newspapers in 146 cities. Some inserts will be r.o.p. color. Outdoor, point of sale and *Ebony, Life, Newsweek, The Saturday Evening Post* and *Time* also will be used. Kudner Agency handles Old Taylor.

KVI Appoints Lincoln

Gibbs Lincoln, previously vp and sales manager of KVI, Seattle, Wash., has been appointed vp and station manager, replacing Fred Von Hofen, who resigned as general manager.

Seth Jewell Named VP

Seth W. Jewell, an account executive with Reincke, Meyer & Finn, Chicago, has been elected a vp.

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A37, 19 W. 44th Street, New York 36, N. Y.

Some markets are just naturally loaded

Take Cleveland, for instance. A combination of a compact, easy to reach area plus a high family income ($7,381) and you get a market with *Retail Sales larger than any one of 35 entire States.*

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

***Whatever* you sell in Greater Cleveland you'll sell more of it in The Plain Dealer**

And you really sell this market in

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

ANA Tells How to Judge Truth, Falsity of Ads

(Continued from Page 1)

be appraised according to the understanding of actual audiences."

■ "The difference between permissible 'puffery' and unlawful deceptive advertising," it states, "is found in the distinction between representations as to objective features in the advertised product or service and subjective evaluation of it by the advertiser. "To boast that an automobile is 'wonderful,' 'spectacular,' 'outstanding' is one thing ... that it has 200 horsepower, or delivers 30 miles to the gallon is quite another.

"The public, in reaching a buying decision, does not seem likely to rely upon an advertiser's non-specific expression of personal pride and relief in his product. It recognizes them for what they are and is not apt to be deceived by them. But buyers are entitled to trust the factual accuracy of a representation as to the presence or absence of the particular objective features which may have induced them to purchase the product or service."

■ The booklet asserts that "where an effect upon the purchasing decision is possible, the claim is deemed a 'material' one, and falsity in it will be unlawful. On the other hand, immaterial claims are not illegal, on the theory that they work no actual harm as a practical matter.

"Advertising," it adds, "like the creative arts it employs, is inseparable from drama, illusion, and the selective readjustment of reality which is the essence of the artistic function. There is nothing wrong with this, except if it leads to *harmful* deception. The test of materiality is the touchstone which determines when resort to the artifices of the theater, the painter's brush or the photographer's lights, filters, scenery and makeup transcends the permissible bounds of heightened effect and interest-catching appeal to become the kind of deception that leads one to buy a product, believing he will find characteristics in it which it does not in fact possess."

■ Thus, it continues, "use of a blue shirt before the [tv] cameras, so that the illusion of a white shirt may appear upon the receivers, is not a material deception —unless it is used by a shirt advertiser to demonstrate how white his white shirts are, and results in a picture that is whiter than the shirt he sells.

"The basis for interpreting a tv commercial is its appearance (audio and video) to the observer. That an artifice has been employed in its intermediate production stages is of no greater moment than the fact that an illustration in print media may be compounded of oil or water paints, or a photographer's dummy props, rather than the silk, gold or meat of the product itself.

"But the deception will cease to be innocent if its nature is to mislead people into a false impression as to a fact of sufficient significance that their belief in it may cause them to buy where otherwise they would not. Illusion may not become delusion."

Copies of the booklet are being sent gratis to ANA members, while the Four A's is distributing copies to agencies. Others may obtain copies at 50¢ for ten or fewer, and 40¢ for 101 to 500 copies. #

PLACEMENT—*The four-color junior page for Town & Country shoes and two-color junior page for Hanes seamless stockings in the March Ladies' Home Journal have purposely been placed by the magazine on extreme left and extreme right of facing pages so the Hanes cat seems to be eyeing the girl. D'Arcy Advertising, St. Louis, handles Town & Country and J. R. Flanagan Advertising Agency, New York, handles Hanes.*

Kintner Lists Seven Key Cases as Guides to Avoiding False Ad Liability

(Continued from Page 1)

issued by FTC in the past three years alone contain additional information, and the commission has special guides for cigaret advertising (1955), tire advertising (1958), deceptive pricing (1958) and bait advertising (1959).

■ "Maybe not all of you here in Minneapolis have known of these cases," Chairman Kintner observed, "but I'll wager all major advertising agencies and large corporations have noted each and every case and what it means."

He said he noted, in passing, that one advertising agency which has been particularly outspoken in demanding guidance "employs around 900 persons, or just about 150 more than the entire staff of the FTC."

■ Chairman Kintner's seven "guides":

• 1. Advertisements must be considered in their entirety, and as they would be read by those to whom they appeal.

This guide, he said, rests on a case involving Ford Motor Co.'s ads for a "6% plan of financing" autos. FTC said the real rate was 11½% simple annual interest on the unpaid balance. In upholding an FTC order terming these ads deceptive, the court declared, "The average individual does not make and often is incapable of making, minute calculations to determine the cost of property purchased on the deferred payment plan."

• 2. Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon the ordinary purchaser.

This case involved the sale of a substitute product for eggs (Newton Tea & Spice Co.). Regardless of the literal truth of each assertion, the court said, they must be taken in connection with each other, and in connection with the further fact that the label was not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression on the ordinary purchaser of such article.

• 3. Advertisements as a whole may be completely misleading although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are compared or purposefully printed in such a way as to mislead.

Origin of this "guide" was Donaldson *v. Read Magazine*, a Post Office case. At issue were ads for a puzzle contest, which led contestants to believe they would be eligible to win prizes upon the payment of $3 as a maximum sum. In reality, Chairman Kintner said, the minimum was $9, and it later developed they had to pay as much as $42.

"The advertisements were models of both clarity and obscurity," he contended—"clarity in referring to prizes and a puzzle contest, obscurity in referring to the remote possibility of a letter-essay contest." Almost-inch-high type proclaimed a "$10,000 first prize puzzle contest." But the possibility of tie-breaker contests was not mentioned until the middle of Rule 9, out of 10 rules in a box in the lower left hand corner of the ads.

"Had the sentences stood alone," Chairman Kintner explained, "the government would not have been successful in its presentation of the case. But they did not stand alone. They were but small and inconspicuous portions of lengthy descriptions used by respondent to present a puzzle contest which was in fact an essay contest."

• 4. Whether or not the advertiser knows the representations to be false, the deception of purchasers and the diversion of trade from competitors is the same.

This was a wool labeling case involving Gimbel Bros. Dresses advertised as woolens were mixtures of wool and other material. The commission did not hold the advertiser knew or was negligent in not knowing that the goods were not all wool. Nevertheless, on review, the court said it was in the public interest to prevent the sale of the commodity by false and misleading statements.

• 5. A deliberate effort to deceive is not necessary to make out a case of using unfair methods of competition or unfair or deceptive acts or practices within the prohibition of the statute.

In FTC *v.* Algoma Lumber Co. the lumber company had been selling yellow pine as white pine and "California white pine." The company demonstrated this was accepted trade practice in the Southwest, where the ads originated. It contended the practice was extended "innocently" and "without intent to deceive" to other parts of the country, where "white pine" did not encompass "yellow pine." FTC rejected this explanation.

• 6. Laws are made to protect the trusting as well as the suspicious.

To illustrate this point, Chairman Kintner used FTC *v.* Standard Education Society. FTC had issued an order against encyclopedia promotions which said the sales price was a charge only for a 10 years' extension service, and that this was the regular charge for the latter alone. Actually, the books and service were regularly sold at the stated price.

Originally, the circuit court dismissed FTC's order, ruling: "We cannot take seriously the suggestion that a man who is buying a set of books and a 10-year extension service will be fatuous enough to be misled by a mere statement that the first are given away, and that he is paying only for the second.

On appeal, however, the Supreme Court reinstated the FTC order. "The fact that a false statement may be obviously false to those who are trained and experienced does not change its character, nor take away its power to deceive others less experienced," the court held.

"There is no duty resting upon a citizen to suspect the honesty of those with whom he transacts business. Laws are made to protect the trusting as well as the suspicious. The best element of business has long since decided that honesty should govern competitive enterprises, and that the rule of *caveat emptor* should not be relied upon to reward fraud and deception.

• 7. Advertising representations, however made, which are ambiguous will be read favorably to the accomplishment of the purpose of the FTC Act, which is to prevent the making of claims which have the tendency and capacity to mislead.

This rule comes from a case where vinegar made from dried apples was represented as "apple cider vinegar from selected apples." The court found vinegar made from dried apples was not the same as that which would have been produced from apples without dehydration.

■ Chairman Kintner said advertising people seriously concerned in following FTC actions in detail ought to ask to be put on the commission's mailing list for press releases. "If the volume of these handouts frightens you," he explained, "we publish the same material in the form of a weekly news summary."

He said, "Highly useful publications" like ADVERTISING AGE, *Broadcasting* and *Printers' Ink* provide summaries of important actions. "However, while the news and trade media do an excellent job, their major concern is to report what is news, rather than actions which have become commonplace through repetition," he said. "In other words, most of the commission's press releases land in editorial room wastebaskets simply because similar stories have been carried previously. But the charges they contain could be of tremendous use to you as guides on what the commission considers illegal." #

CBS Radio Names Hollembaek

Loren R. Hollembaek, formerly sales promotion manager of WBBM, Chicago, has been named manager of sales presentations in the Chicago office of CBS Radio.

Owen Burns Joins Lever

Owen J. Burns, formerly with Young & Rubicam, has joined the foods division of Lever Bros. Co., New York, as a product manager.

Meat Institute Picks Shepard for Reduced Program

(Continued from Page 2)

AMI an account. The agency did not resign the account last year when consumer ads were stopped, and AMI did not fire the agency. "Things are in a state of limbo," one source told AA. "AMI has stopped consumer advertising, so the agency has nothing to do." L&N has been an AMI agency since January, 1955; it acquired the account following the resignation of Leo Burnett Co. (AA, May 24, '54).

AMI first got into consumer advertising in September, 1940, with Burnett as its agency. The institute concentrated its campaigns primarily in magazines, although other media were used from time to time. Yearly ad budgets sometimes ran between $2,500,000 and $3,000,000.

AMI's advertising activities, however, never were unanimously approved by all members of the institute, which is composed of some 700 meat packers. Contributions to AMI's advertising chest (before 1953), were on a volunteer basis, and not all members chipped in.

■ In 1952, a poor profits year for meat packing—not ordinarily a high-profit industry—members of AMI voted to chop the ad budget drastically. That year merely climaxed a long period of rising costs and low profits.

Many packers were involved in slashing unprofitable operations so as to improve their respective profit showings. Many felt that although the AMI ad program had done a good job in boosting meat consumption, the advertising did not increase profits. Others felt that money they were investing in AMI ads could better be used in promoting their own brands.

In 1953, AMI raised its dues, and a portion of the dues went into the advertising pool. Many of the packers were unhappy about this development—particularly those who had not voluntarily contributed to the ad fund in previous years.

From 1953 to 1958, AMI's consumer ad budget amounted to an average of about $500,000 yearly. At the end of 1958, AMI members decided to drop consumer ads completely.

■ Although AMI had done considerable advertising in medical publications for some time, the institute has been making a more concerted effort in this medium for the past three years. This development was brought about by much publicity about the fatty content of meats as a cause of cholesterol deposits in the human body—listed as a factor in heart disease.

The AMI stresses the nutritious values of meat in its ads to the medical profession, in the hope that doctors will recommend meat to their patients.

Mr. Bain said that AMI will invest $100,000 this year in medical journals. A source familiar with the situation, however, told AA he felt that AMI "is not doing a complete or adequate job in telling a positive meat story to doctors."

He went on to say that the fats problem facing the meat field "is a serious one" and pointed out that companies selling foods that contain "soft" fats are stressing claims in their ads that "soft" fats are better for people than "hard" fats. Meat fats are considered to be "hard." #

Nielsen Network TV

Two Weeks Ending Feb. 7, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	22,736
2	Fabulous Fifties (General Electric, CBS)	21,244
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,752
4	77 Sunset Strip (Several sponsors, ABC)	17,357
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	17,312
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	16,453
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	16,317
8	Danny Thomas Show (General Foods, CBS)	15,142
9	Perry Mason Show (Several sporsors, CBS)	15,006
10	Hallmark Hall of Fame (Hallmark, NBC)	14,780

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	51.0
2	Fabulous Fifties (General Electric, CBS)	47.8
3	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.5
4	77 Sunset Strip (Several sponsors, ABC)	40.1
5	Have Gun, Will Travel (Lever, Whitehall, CBS)	39.0
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	37.1
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	36.9
8	Perry Mason Show (Several sponsors, CBS)	34.7
9	Danny Thomas Show (General Foods, CBS)	34.1
10	Hallmark Hall of Fame (Hallmark, NBC)	33.7

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train, (Ford, National Biscuit Co., R. J. Reynolds, NBC)	18,894
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,758
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	16,227
4	77 Sunset Strip (Several sponsors, ABC)	15,368
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	15,142
6	Danny Thomas Show (General Foods, CBS)	14,238
7	Father Knows Best (Lever, Scott Paper, CBS)	13,786
8	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	13,741
9	The Real McCoys (Procter & Gamble, ABC)	13,153
10	Fabulous Fifties (General Electric, CBS)	13,108

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	42.4
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.3
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	36.6
4	77 Sunset Strip (Several sponsors, ABC)	35.5
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	34.3
6	Danny Thomas Show (General Foods, CBS)	32.1
7	Father Knows Best (Lever, Scott Paper, CBS)	31.1
8	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	31.1
9	The Real McCoys (Procter & Gamble, ABC)	30.1
10	Dennis the Menace (Kellogg Co., CBS)	29.6

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

SYMBOLIC—*International Rectified Corp., El Segundo, Cal., will run a series of six ads with this art treatment in electronic and electric magazines in Great Britain and Europe during the next six months. Various symbols stand for different product categories. Carson/Roberts is the agency.*

'Good House' Tie-in Ad Led to 12% Sales Rise at National Tea

CHICAGO, March 2—National Tea Co. reported success in its 60th anniversary sale last November, in which the grocery chain tied in with *Good Housekeeping* and the magazine's advertisers (AA, Aug. 3, '59).

"The two weeks of our *Good Housekeeping* promotion exceeded the average rate of sales increase by 12%," said Harley V. McNamara, president of National.

The Advertising Checking Bureau reported 360 ads tied in with the promotion, amounting to 737,963 lines of newspaper space. #

Kennedy Joins Winius-Brandon

Victor H. Kennedy has joined Winius-Brandon Co., St. Louis, as account executive on Carling Brewing Co. He formerly was vp of sales of Frank Fehr Brewing Co., Louisville.

'National Jeweler' Moves

National Jeweler, New York, has moved to 6 W. 57th St.

RCA Says '59 Sales Hit $1.39 Billion; Profit Up $9,200,000

NEW YORK, March 2—Sales at the Radio Corp. of America rose 19% in 1959 for a total of $1,395,620,000, according to the company's annual report. Profits after taxes hit $40,142,000, compared with $30,942,000 in 1958.

Subdivided by various operations, the income came from: manufacturing and service for commercial customers, 41%; U.S. government contracts, 34%; National Broadcasting Co. activities, 23% and radio-telegraph operations of RCA Communications, 2%.

The year's gross for NBC was reported as $323,253,000. Time sales at the tv network, which again claimed to lead the field in number of advertisers, were up 10% over the previous year. The NBC owned radio and tv stations; NBC Spot Sales; and California National Productions, the network's film production and syndication division, all were said to have chalked up a record year in 1959.

▪ Headline news from the manufacturing side was the revelation that color tv receivers earned a profit for the first time since their introduction in 1954. The company's top executives predicted, in a letter to stockholders, predicted that RCA's business will double in the next five years. #

Bendix Drops Aviation

The stockholders of Bendix Aviation Corp., South Bend, have voted to change the name of the company to Bendix Corp. The new name will become effective about June 1.

Delwood Associates Bows as New Barter Company

Delwood Associates, a new barter company, has been set up with offices in New York and Hollywood. The company will offer tv stations films, merchandise and other properties in exchange for air time, which Delwood will then sell to advertisers. Owners are Peter Frank, president, who will work out of Hollywood; Charles Weigert, exec vp in charge of the New York office, and Sidney Barbet, a vp in New York.

Mr. Frank also is president of RPF Enterprises, which provides background music for tv shows. The other two men recently resigned from Screen Gems, where they headed up the barter arm, Telescreen Advertising, before it was integrated into the company's syndication department.

Kleitz to Cunningham & Walsh

George F. Kleitz has been named media director of the Chicago office of Cunningham & Walsh, succeeding Carl Gylfe, who resigned to join Tatham-Laird, Chicago. Mr. Kleitz formerly was a media group supervisor at Needham, Louis & Brorby, Chicago.

TABLOIDS

Dealer Imprinting Our Specialty

Any Amount — As Required

ALSO—MAGAZINES, CATALOGS, FOLDERS

SERSEN'S IMPRINTING

120 So. Sangamon Street

Phone: CH 3-2050 Chicago 7, Ill.

Carman Joins Shumway to Form Shumway & Carman

David G. Carman has joined William D. Shumway Advertising Agency, Madison, Wis., and the agency's name has been changed to Shumway & Carman. Mr. Carman, who will be vp and art director of the company, has been an art director of the Arthur Towell and Ralph Timmons agencies in Madison for the past 12 years.

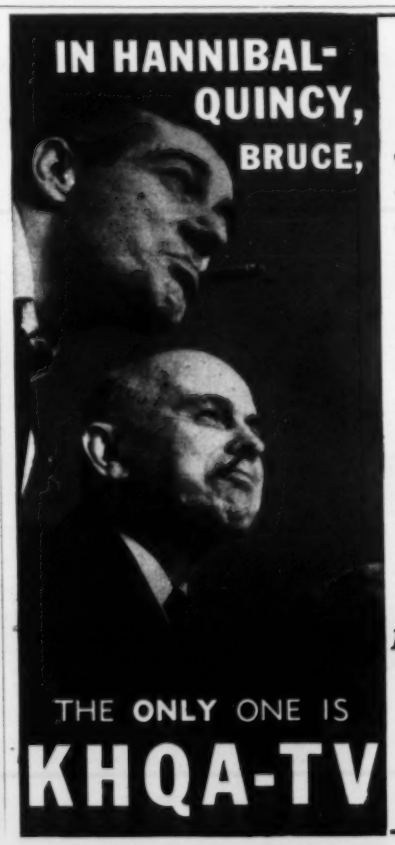
William Shumway

David Carman

The agency, formed by Mr. Shumway in 1954, now serves 10 clients. Mr. Shumway said billings for 1960 are expected "to be $250,000, with an additional $100,000 in print production." Plans for a move to larger quarters are being considered for April or May.

Starr Elected President

Julian Starr, of the *Lancaster News*, Lancaster, S. C., has been elected president of the South Carolina Press Assn., Columbia.



• FIRST IN RATINGS!*
• FIRST IN REACH!**
• BEST IN PROGRAMMING!
• BEST OF CBS and ABC

*ARB, TELEPULSE, NCS, MARKET INDEX

**NCS #3—Tallest Tower Maximum Power

KHQA-TV

HANNIBAL-QUINCY

one of the FORWARD GROUP

KGLO · KGLO-TV · WMT-TV · KHQA-TV · WTAD

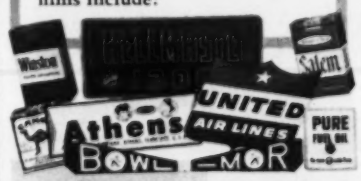
See Branham Co.

National Representatives

ANNOUNCING THE LATEST ADDITION TO OUR FAMILY OF QUALITY PRODUCTS—

MEYERCORD DRI-MARK FILMS

DRI-MARK . . . is Meyercord's newly perfected line of PRESSURE SENSITIVE signs and trade marks produced as durable Truck Signs, Window Signs, Nameplates and Product Markings. These startling new films include:



DRI-MARK DECAL

DRI-MARK VINYL

DRI-MARK MIRRO-CAL

DRI-MARK MIRRO-CAL MAT

DRI-MARK CLEAR MYLAR

DRI-MARK OUTDOOR PAPER

These high tensile strength PRESSURE SENSITIVE films and laminates give the greatest possible latitude and flexibility to the Meyercord line of products, adaptable to all of your sign needs . . . processed with Meyercord's own exclusive PRESSURE SENSITIVE adhesive and Meyercord's in-plant Research, Art, Production and Service facilities. *Remember, when it's DRI-MARK it's Meyercord!*

with MEYERCORD COLORGARD 70

Now . . . all Meyercord DRI-MARK films are protected by COLORGARD 70 . . . Meyercord's exclusive laboratory-developed and perfected clear top coat—the toughest, most durable coat yet produced for the Decal and transferable film industry. Thoroughly tested! Two years in actual use!

Whatever your sign needs, you owe it to yourself to investigate Meyercord's complete line of products. Our factory trained representatives will be glad to assist you in the proper selection of markings for any particular requirement. *Write today.*

the MEYERCORD co.

Dept. C-201—5323 W. Lake Street, Chicago 44, Illinois

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

BROAD-SHOULDERED COPYWRITER
To assist copy chief of fast-moving Chicago agency; able to write with power, zip, finesse; generate ideas; follow thru. Should have diversified exp., promotional sense. Reply in full.
Box 3453, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EDITOR-WRITER
To handle feature article work in monthly trade paper. Good writing and presentation ability a must. N.Y.C. area. Resume'. State salary desired.
Box 3454, ADVERTISING AGE
630 Third Ave., New York 17, New York

WRITERS
to join advertising staff to produce corporate and sales literature including product brochures, external magazine and advertisements. Prefer young, experienced men. Degree required. Electronics background helpful. Salary open. Send resume and representative samples. Please do not call.
Mel Schinkel
Director, Corporate Advertising
Collins Radio Company
Box 1891, Dallas, Texas

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

A FULL OPPORTUNITY IN ADVERTISING. A leading national creator & producer of direct mail advertising seeks representatives to secure and serve accounts in Chicago and in Northern Illinois. Unlimited earning potential! Position includes training. Sales and advertising experience preferred, however, most important is YOU. Write us about your interests & your background to:
Box 3435, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER
Technical and Publicity
To prepare catalogs, specification sheets, literature and news releases on a variety of technical products. Work with sales and engineering departments. plus advertising agency, printers, artists, media. Requires technical aptitude and writing experience. Vacancy in advertising department of expanding multi division electronic and metallurgical manufacturer. Highly attractive future prospects. Please reply to:
Advertising Manager
P. R. Mallory & Co. Inc.
3029 East Washington Street
Indianapolis 6, Indiana

Copywriter—Chicago agency specializing in industrial acounts requires experienced copywriter. Will work directly with account executive in preparation of advertising copy and technical literature. State salary requirements.
Box 3459, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Account Executive—Well-known Chicago agency needs experienced account executive to handle industrial accounts. Must be able to work with client top management. Position requires a creative man who is a good planner and organizer . . . and can write strong copy.
Box 3458, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ILLUSTRATOR
TOP MAN • TOP JOB • TOP PAY
Good figure knowledge plus contemporary flair. Black - white and color. Live in Marvelous Minnesota, vacationland U.S.A. **RKB Studios 130 S. 10th St. Mpls. 3, Minn.**

HELP WANTED

TOP SPACE SALES POSITION
. . . . . now available on mass consumer magazine of major publishing company. A rare and rewarding opportunity for an alert, agressive and successful salesman seeking his final move. Exceptional growth potential for right man. Salary plus. Chicago territory. Send resume and snapshot.
Box 3431, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN
Outstanding opportunity for an experienced and aggressive industrial advertising salesman. Age 28-37. Chicago office of well-known publishing company. To sell leading publication in growth industry.
Write giving full particulars, experience, sales achievements, etc.. All replies will be held in confidence.
Box 3456, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Production Manager for small, active professional publisher in Chicago to design books, purchase printing and binding services and materials, supervise production, control costs. Excellent opportunity for person seeking a responsible position with a variety of production activities Beginning salary approximately $6400 dependent upon qualifications. Send full details on education, experience, and qualifications.
Box 3457, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LIKEN EMPLOYMENT SERVICE
TV NEWS SCRIPTWRITER.....$9000
COPYWRITERS $8-12,000
LAYOUT ARTIST .....$8500 up
MKT. RESEARCH PROJECT MGR. $9000
EXpress 1-1866 Keenan Bldg. Pgh. 22, Pa.

ADVG. ART SALESMAN WANTED
A live wire that can sell an advertising package-all or part. Studio-Agency comb. offers growth opportunity to a real go-getter. Call SU 7-0610 for appt. Chicago

PRODUCT PROMOTION ASSISTANT
Handle advertising, product publicity, sales promotion materials. Work closely with Promotion Manager contacting Sales management, field Sales, and agency. Start in Agricultural Chemicals field. Vertical and lateral growth potential. Best opportunity for man with technical degree. Year or two of experience desirable-not necessary. Send resume, expected salary to:
R. J. Simpson
Manager - Marketing Personnel
Union Carbide Chemicals Company
30 East 42nd Street, New York 17, N. Y.

UNUSUAL SALES OPPORTUNITY
for young man. Small well-established national organization with headquarters New York requires aggressive, educated trainee to sell advertising in industrial publications of highest quality. Salary commensurate with qualifications. All resumes held in strict confidence.
Box 3434, ADVERTISING AGE
630 Third Ave., New York 17, New York

DIECUTTING
Salesman; experienced steel rule diecutting and finishing, bindery handwork lithographed paper & cardb'd advertising. Also need young man to train for above; should have some experience in graphic arts or allied industry.
Ace Finishing Co. Chicago Mon. 6-4403

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

HELP WANTED

NEED YOUNG ACCOUNT MAN
Fast-growing agency with $1,500,000 billing has opportunity for young account man with food or packaged goods experience-wants that man to be on the way up and moving fast.
Agency is in a pleasant midwestern city. Present staff of 19 is capable, young and aggressive. Needs a new member to grow with it. Our staff knows of this ad. If you are qualified and interested, please send a resume to:
Box 3460, ADVERTISING AGE
200 E. Illinois St. Chicago 11, Illinois

AGRICULTURAL ADVERTISING COPY WRITER wanted by large midwestern firm dealing in all types of agricultural merchandise. Knowledge of display design helpful. Good permanent position with talented, well-adjusted people. Write
Box 3418, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD PHOTOGRAPHERS REPRESENTATIVE
Experienced with agency following N.Y.
Box 3455, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADMINISTRATIVE ASSISTANT
Male college graduate to serve as Administrative Assistant to Fund Raising Director of national health agency. Duties include developing special fund raising techniques, manuals and mass distribution campaign materials and supplies; developing and maintaining controls for recording fund raising data; analyzing reports; planning workshops. Some travel. Opportunity to develop into fund raising specialist. Suitable background—business administration, economics or social science with one year's training in statistics. Send personal history statement to:
Box 3461, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER SPACE SALES
Excellent opportunity with established national mechanics magazine for hard hitting aggressive advertising manager preferably one with strong background in mail order or special interest magazines. Write, do not telephone. giving background, salary desired.
Science & Mechanics Magazine, Dept. MF, 527 Madison Ave., or 450 East Ohio St. New York 22, N.Y. Chicago 11, Illinois

POSITIONS WANTED

ADV. & SALES PROMOTION MANAGER
Creative thinker - planner - administrator purified and tempered by 14 years copy experience in crucible of measurable media including mail order and direct sales. **Siwek, 9151 Angell, Downey, Cal.**

FREE LANCE ARTIST AVAILABLE LAYOUT AND FINISHED ART
6 years experience
David Wilson SUperior 7-4845

TIRED BLOOD?
NEED SHOT IN THE ARM?
Former assistant ad manager and assistant AE seeks challenge and responsibility. 5 yrs. exper. company and 4A agency, all media, idea through finished work. Dedicated, alert, creative, strong on organization and details. 27 yrs. Mature. Master's degree candidate (Marketing).
Box 3462, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

EXPERIENCED SPACE SALESMAN
12 years selling in Ohio, western Pennsylvania. Proven excellent sales record. Business, trade and consumer. Top level contacts in agencies and accounts. Salary or commission.
Box 3440, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT A "B" INSTEAD OF AN "A" IN YOUR COMPANY BLOODSTREAM?
This man works twice as fast . . . and twice as well too! Conscientious, loyal, ambitious, mature. Knows all phases of advertising . . , marketing. Strong on organization and details. Knows production from dream to finished work. Wants permanent position with potential. 2 years as Assist. AE in 4A agency. 2 years as Assist. Ad. Man. Prefer small company or agency as Ad. Man. or AE. 27 yrs. Vet. B.S.
Box 3463, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ART DIRECTOR-DESIGNER
Ad, presentation, sales promotion, packaging, publishing background. Nat'l and Int'l orgs. Administrative experience.
Box 3464, ADVERTISING AGE
630 Third Ave., New York 17, New York

TWO MAN ART SERVICE
Versatile free lance artists interested in aiding your complete art program.
Box 3465, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AMBITIOUS INDUSTRIAL ADVERTISING AND SALES PROMOTION MANAGER
seeks key position with growing firm or agency. Over 10 yrs. broad experience. Strong on sales promotion, publicity, mkt. planning. A creative, industrious 36. Low 5-figure salary. Good references. Write:
Box 3452, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD AGENCY TRAINEE
Over 2 yrs. excellent exp. in premium merchandising, sales promotion, and client contact. Presently asso. with small well rated Ad. agency. Will sacrifice salary requirements provided opportunity for advancement. Write:
Box 3466, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE COPYWRITER
5 years experience in newspaper, radio, brochures, catalog, sales letters.
Box 3467, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV MGR or ACCT EXEC—Pkg Goods. 10 yrs Adv & Sales; MBA, young; resume.
Box 3468, ADVERTISING AGE
630 Third Ave., New York 17, New York

PRODUCTION MANAGER: 12 Yrs. Exp. Caught in economy move, am leaving 6 ½ yr. employer. Proven ability in agency prod. plus photog. & art dir. Contact & copy exp. with top auto account client. 34, married, Univ. degree Journ. $8,000. Will relocate.
Box 3469, ADVERTISING AGE
200 E. Illinois St., Chicago 11. Illinois

A/E OR AD MGR
12 yrs. **all phases** for industrial/electronics/consumer firms. Strong tech bkgd.
Box 3470, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD MANAGER
14 years experience in administration and budget control of print, radio, TV, outdoor, collateral adv. for varied products (consumer, industrial and heavy co-op campaigns). Now handle $10,000,000 Agency account. Familiar all phases of marketing. Mktg. degree. Late thirties.
Box 3471, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS professional with broad consumer and industrial background seeks position in firm with an eye to the future. Experienced in creation. planning and placement of resultful internal or external campaigns. Good media contacts. Young, hard-working, conservative with imaginative approach.
Box 3472, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR. FRENCH RIVIERA
American A.D./Consultant, 48, taking year's sabbatical in Cannes Area, would like to represent your product and implement foreign advertising and promotion program on part-time basis.
Box 3473, ADVERTISING AGE
630 Third Ave., New York 17, New York

ART DIRECTOR/LAY OUT MAN seeks challenging opportunity. Creative crisp layouts, 7 years exp. in retail & agency
Box 3474, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE TRAINEE
Creative young pro, 27, seeks challenging opportunity as AE trainee with agency. Proven ability in retail adv., 2 yrs., Outdoor adv., 1 yr. Married, BS in Marketing. Relocate. for resume write:
Box 3475, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

For a change of pace, professional copyman, layout, and finished artist wants location in Hawaii, Bermuda, etc.
Box 3477, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

AG-INDUST. AE WANTS MIDWEST OR WEST COAST AGENCY LOCATION
- Has 12 years MW agency experience
- Makes profitable client contacts
- Writes strong copy—creates ideas
- Researches markets—selects media
- Understands sales & merchandising
- Has new business experience
- Will invest—needs 5 figure salary

Box 3478, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

CHICAGO PUBLISHER'S REP
Wanted by West Coast Publisher of top paid and audited graphic arts trade book. Presently running advertising for more than twenty-five major accounts in territory, potential more than three times this volume. For the right man—complete territory protection and aggressive home-office sales help. Must know graphic arts industry. Send late snapshot.
Box 27 R 596, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

SALES REPRESENTATIVE NEW JERSEY AREA
Well established industrial magazine offers top sales opportunity for man with advertising, marketing and selling know-how. Must be creative . . . conscientious . . . energetic . . . strong on service and follow-through. Incentive arrangement. Other benefits. Send letter with background information.
Box 3476, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING SPACE SALES REPRESENTATIVE
Excellent opportunity with established national mechanics magazine for young aggressive man with strong background in mail order or special interest magazines. Chicago territory. Write, do not telephone.
Science & Mechanics Magazine, Dept. MF 40 East Ohio St., Chicago 11, Ill.

REPRESENTATIVES AVAILABLE

MIDWEST
Get the solid representation you need for plus sales in Chicago and the Midwest. Successful former Ad-Sales Manager and Publisher has room for one more book after April 1. Trade or consumer.
Box 3479, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

SUCCESSFUL publisher desires additional capital for expansion of profitable publication in consumer and trade field. Should return investor active or inactive 100% profit within 12 to 18 months PLUS excellent capital gains return. Write today.
Box 3480, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INVESTMENT OPPORTUNITY
Trade pub. 1 year old seeks financial investment or outright sale. Circulation nationwide. Growth potential excellent.
Box 3481, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

TOP QUALITY RESUMES!
100—$3.75—ADD 50 MAIL ORDER
IBM EXEC. TYPE—FAST SERVICE
MINIATURE BILLBOARD CO.
10 E. 44 St. NY 17—YU6-9262

FREE-CATALOG NO. 2 OF READY TO USE ART OF LIVESTOCK & POULTRY Contains 96-8 x 10 velox prints, with a total of over 250 drawings of every type of farm animal and bird. If you sell to the farmer, you should have this Free catalog in your file. Write today—**John Andrews, 1504 Dodge Street, Omaha, Nebraska.**

$38,000 TRANQUILIZER
The beautiful Berkshires provide charming home in which to relax, play, entertain and LIVE! Summer or week ends year round. Restored colonial includes 5 bedrooms, 3½ baths, living room, den and recreation room with bar. Spacious lawns and old trees. All summer and winter sports. 20 minutes to Tanglewood. **The Kramer Agency, Great Barrington, Mass. Tel. 1277.**

From the Nation's No. 1 Advertising Placement Agency . . .

TOP ADVERTISING POSITIONS

CREATIVE DIRECTOR. Solid record of success-consumer & indust. accts. 4A well-established agency $16-20,000

ART DIRECTOR. Creative design, layout, direction art Dept. administration, client contact—lg. agency..$15-18,000

MEDIA DIRECTOR. Midwest Agcy—heavy print and broadcast exp. Opportunity to become principal.....$14-16,000

MARKETING RESEARCH. Proven record of skill—MBA pref.—durable goods—will become dept. head—Lg. eastern co. $15,000

COPYWRITER. Exp. on top consumer accts. (food and cosmetic)—creative freedom in growth spot..$12-14,000

ACCOUNT EXECUTIVE. Rapidly growing agcy needs 4-6 yrs. farm equip. or heating/air-cond. exp. All benefits & P.S. $9-11,000

V.P. ADVERTISING. Multi-plant, heavy manufacturing. $300-400 million volume. Electro-mechanical .....Open

MARKET RESEARCH DIR. Solid bkgd. in automotive accts. MRC and Neilsen ratings. Handle all agency accts. $15-20,000

ACCOUNT EXECUTIVE. Top level food exp. for key acct. Can become Acct. Supervisor. Exc. potential $15,000

ACCOUNT EXECUTIVE. Construction equipment acct. for top level agency. Ad Mgr. or Acct. Exec. exp. Midwest $12,000

ADVERTISING MANAGER. For large Mfr. —semi-conductor Div. In charge of programs, budgets—all advertising $14,000

ART DIRECTOR. Space and TV bkgd.—idea man. Point-of-purchase material. Both consumer and indust...$13,000

Contact: IRENE DAIKER

TOP MEDIA MAN. Experienced in print, TV, Radio and outdoor. To run department in large company up to $15,000

ART DIRECTORS. Four good agency openings.....$10,000 to $20,000

MARKET RESEARCH. Young man as assistant to department manager—good educational background and experience $10,000

INDUSTRIAL COPYWRITERS. For Midwest agencies—one for agricultural products, the other for electronics .....$10,000 to $12,000

NEW-BUSINESS MAN. With industrial experience, to handle accounts plus part-time on new business....Open

MANAGER INDUSTRIAL DEPARTMENT. For large agency. Growing business requires top man...$14,000 to $18,000

Contact: B. L. CLEM

Contact: CLIFF KNOBLE

DRAKE **PERSONNEL INC.**
29 East Madison Bldg., Chicago 2, Ill. • FInancial 6-8700

Want to be an agency account executive?
If you're looking for opportunity, have a few years' experience in **industrial** advertising, can supervise the work of others, contact clients, and even write an occasional piece of copy, here's a chance to join one of the country's leading 4-A advertising agencies.
What kind of agency? Industrial and consumer. Billing over $10 million. Located in upstate New York. Fast growing (has doubled its billing in past five years).
What kind of job? Account executive on one national account (office equipment) immediately. Responsibility for handling another larger account as soon as you're ready (in two or three months time, we hope). Also share account executive duties on one of the nation's largest chemical equipment accounts. Salary commensurate with ability and experience. Future salary—it's up to you.
If you're interested, contact Thomas P. Howard, Vice President, The Rumrill Company, Inc., 1895 Mt. Hope Ave., Rochester 20, N. Y. Send resume.

SCROOGE?
DON'T BOTHER! TIRED OF LIVING ON "pie-in-the-sky." WE ALL NEED SHOES. IF YOU CAN AFFORD A TERRIFIC PROVEN HEAVY INDUSTRIAL ADVERTISING, SALES PROMOTION AND P/R MANAGER, HAVE SAME WILL SHARE FOR A REASONABLE FIGURE. NEW YORK ONLY—WRITE: MRS. CRATCHIT, BOX 969, ADVERTISING AGE, NEW YORK 17, NEW YORK.

ADVERTISING DIRECTOR, CREATIVE COPY CHIEF exp. ethical drugs, top Co. .....to $20,000
ADVERTISING AND SALES PROMOTION DIRECTOR ethical drug division, Major Co. .....to $20,000
ADVERTISING DIRECTOR, CREATIVE COPY CHIEF, consumer sundries, toiletries and drugs. Major Co. top potential .....to $30,000
RUTH STRUM
MEDICAL SERVICES
104 E. 40TH ST., NYC OX 7-4966

ADVERTISING SALES EXECUTIVE WANTED
One of America's largest international publishers' representative organizations, with offices in the major marketing areas of the U.S., offers rare opportunity for advertising sales executive. This opportunity is created through our rapid growth and expansion, and due to valuable overseas long term contracts and contacts.
Must be willing to locate in California, be able to invest $25,000 for financial interest, and actively enter the business in sales or executive capacity.
Please outline your objectives and qualifications in first letter. Principals only. Personal interviews in New York March 8 through 12; Cleveland March 14 through 16; Chicago March 17 and 18. All replies in confidence.
For New York and Cleveland interviews write: Box 980, ADVERTISING AGE, 630 Third Avenue, New York, 17, N. Y.
For Chicago interviews write: Box 979, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

CHALLENGING OUTDOOR OPPORTUNITY

Need energetic, aggressive man Age 30-35 to assist President in large, successful Kansas City outdoor advertising business. Perhaps the man we are seeking is now employed as A.E. or outdoor oriented Advertising Manager. Main job requirements: initiative and follow-through. Good growth and earning potential with starting salary of $12,000-$15,000. Box 967, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING AGENCY COPYWRITER

This fast-growing Philadelphia industrial agency has an opening for a hot copywriter with at least two years' writing experience in an agency. If you can turn out exciting ads, literature, and direct mail, you've got a clear path to copy chief. No need to be an engineer, but experience or interest in science and industry will prove helpful. Salary to $10,000. Send resume and the one best sample you can spare. Box 968, Advertising Age, 630 Third Ave., New York 17, New York.

ACCOUNT EXECUTIVES

An agency background or success as a Media man qualifies you for the rare opportunity to represent a rapidly expanding advertising group in Greater New York. We are national in scope—create, design, and sell our own advertising programs. You will be able to use all facets of your advertising background in becoming a successful Account Executive, with our organization. This position is available as a result of the present representative's promotion to our Executive Staff.

We're particularly interested in all details of your advertising background—if you are creative, strong on client contact, and can SELL, you may be the man.

Drawing Account plus percentage will result in $12,00-$14,000 income in your initial year—in fact, your personal sales ability will completely dictate this figure. Personal conferences in New York City within one week. Send resumes at once to Vice President, Box 977, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

NEW HORIZONS IN MARKETING MANAGEMENT

We are a dynamic young organization leading the food processing industry in rate of growth. Further expansion of our business hinges on supplementing our Marketing team with additional qualified product management talent:

AT THE PRODUCT MANAGER LEVEL:—

Candidates must have demonstrated competence in planning successful marketing programs for nationally distributed packaged consumer goods. Experience should encompass market research, advertising and sales promotion, direct sales and sales analysis. Incumbents will be responsible for developing and following up on marketing programs for groups of products.

AT THE ASSISTANT'S LEVEL:—

Candidates must be capable of preparing forecasts, marketing plans, promotions and pricing, and analyses of results for 1 or 2 key products. A record of personal contribution to successful national marketing programs is essential. Incumbents will "backstop" men at the Manager level.

All positions are at our WEST COAST headquarters. Salaries are commensurate with the challenge and individuals' qualification.

Please submit complete resume covering vita, experience and goals if you are interested in these career opportunities.

All replies will be held in confidence.
BOX 27 R 676, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

1960 IS EUROPEAN ECONOMIC EXPANSION YEAR
Help your clients ride the growth and profit surge with a DYNAMIC AGENCY IN THE CENTER OF EUROPE

I head a well-organized advertising agency with a thorough knowledge of all West European markets and representatives in every country. If your clients want to sell overseas, *you need a man on the spot.*

We can offer you our enthusiastic cooperation in every phase of advertising.

As a progressive agency, you should not miss this opportunity to give your clients better service and bigger sales during the economic development of the United States of Europe.

Write us today for details. We will let you know how we can help your clients in the expanding, profitable European Market.

Roland Katz, President, PUBACO,
rue de l'Avenir 10, Bienne
(Switzerland.)

OPPORTUNITY IN THE SUN FOR AGENCY COPYWRITER

We want a man or woman who can write advertising copy—good copy—and who has had several years agency copywriting experience—enough to know that copy is the guts of advertising. He will look forward to joining a sound, progressive El Paso AAAA agency now employing 18 and he will expect it to be a shirt-sleeve job in all media and on a variety of accounts. He will be able to look to the future in Texas' fastest-growing major city (now 300,000 population). He will investigate El Paso as a happy, interesting place to live with his family who will appreciate El Paso's year-round warm, high dry, healthful climate—more winter sunshine than any other major American resort city. You are cordially invited to write in detail and in confidence outlining experience, aspirations, salary requirements and reasons for wanting to move to El Paso. Please enclose recent snapshot.

WHITE & SHUFORD, Advertising
P. O. Box 1772, El Paso, Texas

WANTED
SHIRT SLEEVES
ART DIRECTOR
WITH ADVERTISING SENSE

You will do creative thinking, rough and render layouts, and direct the finish on FOOD accounts. Also beer, industrial, and utilities. Work with four other AD's in 4A agency. $8,000 to $10,000. Send resume and one sample to . . .

J. K. Billings • Bozell & Jacobs
ELECTRIC BLDG.
OMAHA, NEBR.

EDITOR

Multiple-book trade publisher with exceptionally high editorial standards wants an experienced Pro to take over a top editorial job. Book is the fastest growing in its branch of the construction industry. Editorial emphasis is on semi-technical methods, management and merchandising. Clear writing style and ability to "package" articles attractively are essential qualities. Metropolitan N. Y. C. location but out of the rat-race. Marvelous opportunity to grow with a long established organization that's still young and aggressive in outlook. Send resume, salary requirements to:

Box 976, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AVAILABLE MARCH 15th

Experienced newspaper retail national and classified advertising man qualified to lead your advertising departments into higher linage productiveness. Attitude of "Can-do-Leadership". Ability to set realistic linage goals and obtain strong gains through seeing the picture from the overall operation. Administrator Presentation Man and planner, with cooperative employee attitude. This man has a strong sales record and background from the 100,000 to 600,000 circ. Grand Rapids Press; Mpls. Star and Tribune; Chicago Daily News. He has a young family, owns his own home . . . excellent references with top level executives. Wishes to relocate with smaller newspaper in the 50,000 to 100,000 class. My employer will give me good recommendation. Opportunity to serve . . . more important than high income.

Please call PArk 4-6037 (Glenview, Ill.) or write:

Box 963, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

CHIEF COPYWRITER WOMAN

Wonderful opportunity for top-flight writer and creative planner with one of America's largest and fastest growing beauty aids manufacturers, located in Chicago.

The person we are looking for has a strong creative and copywriting background in high fashion and/or cosmetics. She has come up through the copy-writing rank of an agency or a name department store. Perhaps she has reached the top in her present organization and now welcomes the challenge of a position offering initial creative planning and follow-through to a finished selling campaign as well as actual copy-writing.

We offer an excellent starting salary, a very attractive fringe benefit program and unlimited growth opportunities to the most competent applicant.

Send detailed resume in complete confidence. Be sure to state present salary and future income requirements. Our employees know of this ad.

Box 981, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

TOP FLIGHT FOOD PUBLICIST

for creating and administrating large PR programs. Creative writing ability, media contacts essential. Chicago headquarters. Write to:

Box 978, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill

ADVERTISING MANAGER AVAILABLE

Highly qualified. Newspapers, promotional material, catalogs graphic arts—all phases of advertising; including adv. agency and PR liaison; work closely with distributor and sales department. Now with Chicago-based liquor distiller; previous background in general mdse., drug chain, photo supplies. College. Age 38. Write: Box 982, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

ADVERTISING DIRECTOR?

No! Communications Director is more accurate.

Functioning as coordinator and producer of advertising, promotion, public relations and research, I work on the principle that the big idea outdraws the big buck. A seasoned pro with excellent track record at the major network and two publishing firms, for the past three years I have been producing sales-stimulating material for one of the hottest companies in the electronics field. I possess an unshakable belief that today's advertisers must *communicate*—using all available tools—not just buy space. Have always had healthy relationships with my agency, my management and my staff. Unusual executive for the right company. Box 970, Advertising Age, 630 Third Avenue, New York 17, N. Y.

DON HARRIS NEEDS:

LAST CALL: Copy, auto accessories . . . . . TO $18M
MARKETING DIRECTOR, BEER. Frankly, a job for a man who wants to live on the Coast enough to work for less than he could earn elsewhere. A "total" marketing job. Rare boss . . . . . $16M+ bonus, etc.
AE, FOOD. Good administrator who knows how to get along with grass-roots client. Ideaful, promotional. Major agency. Can be in early 30's if record says he's rising star $14M
AE, recreational consumer durables . . . . . TO $13,500
MARKETING RESEARCH. Young star who's worked on major accounts. Big agency. Major regional office, big accounts . . . . . TO $12,000
TRAINEE TO $10,000! Late 20's to 35. High potential for sales to big advertisers. Draw 10% commission after 6 months training on smaller accounts. Only exceptional man can qualify.

DON HARRIS, Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WAbash 2-9400

ARE YOU THIS MAN?

Right now you control an advertising account or accounts that add up to around $500,000.

But you're not satisfied with just that. You want to team up with men who are just as energetic and ambitious as you are.

You are looking for an opportunity to control your own destiny, to establish yourself as the head of your own agency, to protect your own interests and find security for the future of yourself and your family and to participate in the growth of an agency already well established, in New York City.

All of this is possible if you are this man.

First, please write to Box (Your Number), giving us the facts about yourself. Naturally your reply will be held in strictest confidence. Our staff knows of this ad.

Box 972, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

We're looking for a
DIRECT MAIL MAN
. . . with ideas
Who has been earning
5 FIGURES

The man we want has a solid, successful direct mail or mail order background . . .

. . . has ideas, and is looking for freedom of action to try them out. We're publishers and sell most of our customers through direct mail.

This job starts with *5 figures* plus opportunities for considerable increases. Our prospects are top people in the business world. They're tough—and react only to well-presented, sound ideas.

The man we're looking for will be able to sell us in a well presented sound down-to-earth letter. Don't send samples—just tell us what you have done and what you can think you can do just for us.

Box 973, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

More Market Place ads on Page 98

Adriano Olivetti, 58, Marketer Who Sought Better Ad Design, Dies

ROME, March 1—Adriano Olivetti, 58, president of Olivetti Typewriter Co., died on a train the night of Feb. 28, apparently of a brain hemorrhage. He had been bound from Milan to Switzerland.

When the Olivetti company reached its 50th anniversary in 1958, it published a book in which Mr. Olivetti's attitude toward advertising was revealed. A paragraph in the book said:

"The name of a new product, the layout of a sales letter, the plan for a pavilion at an industrial fair, the color scheme for a magazine, the text of a folder, the selection of details from a fresco for next year's art calendar—every aspect, in short, of Olivetti's advertising is considered in relation to the concept that advertising is a public service, and that the choice of esthetic and stylistic qualities is a public responsibility. If the colors of a poster or the shape of a machine are intended as an invitation to the prospective user, these colors and shapes should appeal to his rational ability to make an intelligent choice."

■ It was at Mr. Olivetti's direction that the company commissioned artists, painters, designers and others to work on Olivetti advertising, its products, factories, offices and stores. He commissioned architects to contribute to the "integrated design" with which his company became identified. As a result, Olivetti machines won many awards for excellence of industrial design, and the emphasis on beauty was reflected in the company's advertising.

Mr. Olivetti was the owner of Edizioni di Communita, Milan, which publishes volumes on politics, philosophy, religion, economics and art. He was also director of *Comunita*, a magazine.

Mr. Olivetti became president and chairman of the company in 1938, when he succeeded his father, Camillo, who had founded the company in 1908.

Last fall Olivetti acquired control of Underwood Corp., Hartford, Conn. #

Olson Rug Flaunted '37 Order with '56 Ads, FTC Charges

CHICAGO, March 1—The Federal Trade Commission today filed an $80,000 suit against Olson Rug Co. in U.S. district court here charging misrepresentation in radio and magazine advertisements.

The suit charges that in 1956, Olson violated a 1937 FTC order by advertising that it would make wool carpets out of used wool from customers. George E. Sweeney, an assistant U.S. district attorney, told ADVERTISING AGE that Olson used wool in its carpets but did not use the same wool given to it by customers.

Mr. Sweeney said that Olson ran its misleading ads in such magazines as *Good Housekeeping*, *McCall's* and *Popular Science*. The case has been assigned to Judge Julius Hoffman.

■ Arthur W. Prussing, Olson advertising manager, told AA that "there is no basis for the suit" and added that the company "doesn't know what the suit is all about." Mr. Prussing said Olson "hasn't violated anything, we have nothing to be ashamed of."

The Olson executive criticized the FTC for "trying the case in the newspapers," explaining that his company had no prior knowledge of the suit and that the first Olson knew of the action was through newspaper reporters. The company will defend the suit vigorously, he said.

The old Mason Warner Co. placed the magazine ads; Presba, Fellers & Presba, which still handles the Olson account, placed the radio commercials. #

Top 25 Network TV Advertisers

Fourth Quarter, 1959

Source: TvB figures from Broadcast Advertisers Reports and Leading National Advertisers

Advertiser	Gross Time Charges	Advertiser	Gross Time Charges
1. Procter & Gamble	$11,317,641	13. Chrysler Corp.	3,002,280
2. American Home Products	7,941,944	14. Texaco	2,846,956
3. Lever Bros.	7,579,782	15. Pharmaceuticals Inc.	2,839,409
4. General Motors	5,693,112	16. Kellogg Co.	2,718,208
5. General Foods	5,416,705	17. Bristol-Myers Co.	2,691,796
6. Colgate-Palmolive	5,066,507	18. Liggett & Myers	2,681,149
7. Gillette Co.	4,006,008	19. Brown & Williamson	2,619,749
8. R. J. Reynolds	3,953,156	20. National Biscuit Co.	2,584,571
9. Ford Motor Co.	3,535,120	21. P. Lorillard Co.	2,242,072
10. Sterling Drug	3,515,948	22. Miles Laboratories	2,117,706
11. General Mills	3,439,537	23. National Dairy Products	2,087,826
12. Philip Morris	3,160,539	24. Warner-Lambert	2,078,542
		25. S. C. Johnson & Son	2,014,690

Top 25 Brands in Network TV

Fourth Quarter, 1959

Source: TvB figures from Broadcast Advertisers Reports and Leading National Advertisers

Brand	Gross Time Charges	Brand	Gross Time Charges
1. Anacin	$2,745,996	13. Plymouth cars	1,256,666
2. Dristan	2,398,934	14. L & M cigarets	1,252,750
3. Winston cigarets	1,880,345	15. Gleem toothpaste	1,216,750
4. Ford cars	1,697,611	16. Phillies cigars	1,185,410
5. Gillette razors & blades	1,464,303	17. Salem cigarets	1,170,444
6. Tide	1,405,621	18. Alka-Seltzer	1,135,521
7. Chevrolet cars	1,396,724	19. Dart cars	1,044,522
8. Kent cigarets	1,362,967	20. Geritol	997,477
9. Life cigarets	1,348,222	21. Phillips milk of magnesia	973,933
10. Colgate Dental Cream	1,334,459	22. Polaroid Land camera	971,032
11. Bufferin	1,284,368	23. Lux liquid detergent	951,810
12. Bayer aspirin	1,282,323	24. Parliament cigarets	944,063
		25. Oldsmobile cars	939,705

Hapke Joins Brooks & Perkins

Albert T. Hapke has been named director of marketing of Brooks & Perkins, Detroit magnesium fabricator. It is a new position. Mr. Hapke, who has held marketing posts with Bell Aircraft Corp., Lockheed Aircraft Corp., Republic Aviation Corp. and American Petroleum Institute, recently has been doing technical marketing consultant work on the West Coast.

B+C

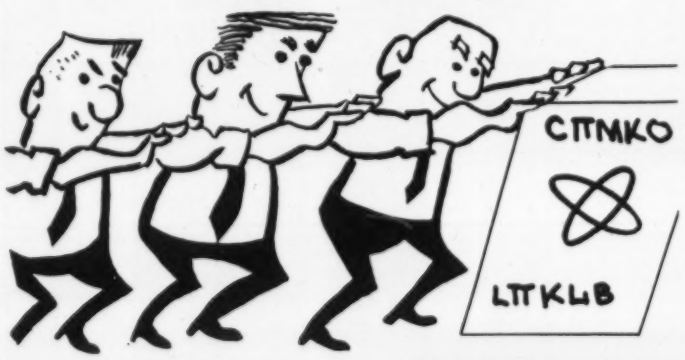
. . . means

Bertsch + Cooper

. . . it also means typographic proofs beyond compare . . . proofs that are mechanically true

Type faces used are: Bertschtypes No. 70B and 89A

GET THAT EXTRA



PUSH

You know that it's the extra push that makes the difference between an average campaign and a *"Red-Letter Success."* You get that EXTRA PUSH when you buy WOC-TV. WOC-TV effectively specializes in co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

This "togetherness" sells products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

WOC TV channel 6

PRESIDENT Col. Bt. J Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shafer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

To the National Advertiser, WOC-TV offers the greatest amount of local programming—over 33 hours each week — and the finest talent in the area put these programs across.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today

THE ADVERTISING MARKET PLACE

Our 49th Year

SPACE SALESMAN, consumer mag. 15M
COPYWRITER, woman, retail exp. 10M
MARKETING SERVICES DIR. 12M
WRITER-DIRECTOR, film prod. experience open
SPACE SALESMAN, industl. pub. 11M
MARKET RESEARCH ANALYST 9,600
ACCOUNT EXECUTIVE 13M
COPYWRITER, woman, broadcast and print 8M

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

ADVERTISING SALES

Outdoor magazine of leading publishing company has opening in Chicago sales office. Territory consists of Chicago accounts and four mid-western states. Requires traveling about 40% of time. A rare opportunity for a young man with limited magazine exp. or one now selling classified or retail newspaper advertising. Salary plus. Call for appointment.
Mr. Van Horn
ST 2-7111

ART DIRECTOR WITH A FLAIR FOR QUALITY!

If you have a flair for quality with a good feel for high style (and this is not for any apparel A/C's) here's a challenging opportunity with a sound long established midwestern advertising agency. You must be capable of making visuals and semi-comps, possess the ability to follow jobs through all the phases of the graphic arts; should have experience on all media including collateral material. You'll be the art director on a blue chip account. Strong benefits go with the job. Interested?
Our employees know of this ad. Give us qualifications. All replies held in confidence. Write:
Box 974, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

MR. AD EXECUTIVE

Looking for an account executive, ad manager, copy writer, media director or space salesman? Contact:

FRED JOHNSON

formerly with Crowell Collier, now Advertising Employment Consultant
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